

Broadcast Advertising



AUGUST, 1932



MAKE EVERY DOLLAR COUNT

- § THIS is the day of the canny buyer. The wasters of yesteryear have either reformed or have passed out of the picture.
- § A REAL appraisal is being made of the values of every purchase whether it is a shirt or advertising space.
- § THIS appraisal is welcomed by broadcasting in general and WMAQ in particular because it shows the value of the method (broadcasting) and the medium (WMAQ).
- § WMAQ with a background of ten years of successful broadcasting stands foremost among Chicago stations.
- § WMAQ is the best buy in one of the best markets in America.

WMAQ

MERCHANDISE MART, CHICAGO
CLEARED CHANNEL — 670 KILOCYCLES

A NATIONAL BROADCASTING COMPANY NETWORK STATION

Volume 5 BROADCAST ADVERTISING Number 5
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G. W. STAMM
Publisher and General Manager

Broadcast Advertising

440 So. Dearborn Street, Chicago

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Number 5

What People Remember from Radio Programs

Some Experiments in Audience Memory

*Are Described by D. A. Worcester**

Professor, Educational Psychology, UNIVERSITY OF NEBRASKA

SEVERAL years ago I engaged in some investigations to determine the efficiency of the ear as a receiving instrument. One experiment showed that of those participating more than half could memorize a hundred words of prose as rapidly by hearing it read as by reading it, and that most of them remembered better what they heard even though they learned faster from seeing it. In another research I found that directions heard once were remembered to a significantly higher degree than those read once.

Still later a student of mine tried to find if ordinary news material heard once was as well remembered as that read once. In this case, while the experiment was not very conclusive, the visual method appeared somewhat, though not to a very large degree, superior to the oral.

If these findings are accurate, it may be that directions are gotten better orally and descriptive material visually, because in each case it is the customary method. It may be that we hear directions more commonly than we read them, and that

we read the accounts of things more than we are told them. I have not verified this. But in any event these researches prove the ear to be an efficient instrument for learning.

Now the conclusion that we learn much through auditory presentation does not mean that we remember all that we hear or that we hear accurately all that is said. I am about, indeed, to present evidence to the contrary. We will have to have systematic training in listening as we have had systematic training in visual perception. The point is that we have a right to believe that such training will produce results.

I wish to acknowledge immediately that the investigations I am about to report are, from a scientific point of view, very crude. I have few controls to offer, but I believe that occasionally it is appropriate to state facts just by themselves without comparisons. It does not make a person good to show that some others are just as bad. With this as a background, let us turn to the specific problems of this paper.

A FEW years ago a student of mine, Miss Bernice Wilcox, was interested in doing a little work to see how accurately people hear

over the radio. She enlisted the services of one who was regularly broadcasting to housewives on homemaking matters in a series of three little investigations. A sub-problem appeared so that four points were really noted.

In the first investigation, listeners were requested to take pencil and paper, and copy a recipe for making cookies, and mail it back to the person broadcasting. They were told that it was for the purpose of checking accuracy of listening and copying. The recipe, which called for nine ingredients and five processes, was read and repeated, the listeners being asked to copy and check it and then to send it in without recopying. They were also asked to indicate if reception was good, if the rate of presentation was too fast. They were then given specific directions for addressing the envelope. The entire time required for the whole experiment, including the explanation of what it was all about, was seven minutes.

Replies were received from 1,047 persons. Reception was almost universally reported as being good and almost all approved the rate of speech of the broadcasting. Of the total number of papers 7.8 per cent had one or more errors. There

*From a paper read before the Third Annual Institute for Education by Radio, held at Ohio State University, Columbus, Ohio, June 6 to 9, 1932. This address, in full text, will be included in "Education on the Air—1932," to be published in October.

were about twice as many errors on matters of process as there were on ingredients. Almost any one of the errors would have affected markedly the success of the cookies. This is not a large percentage perhaps—not as high as the divorce rate—but it should be recalled that the recipe was repeated and that all knew they were cooperating in an experiment to test accuracy.

The second investigation requested people to listen without taking notes to the account of a game which could be played at a party, and later to write, in their own words, what they had heard. The description of the game was read twice. The total time for the explanation and the two readings of the game was about three minutes. There were 149 persons who sent in replies—all of them from among those who had helped on the first experiment. The accuracy of thought—not words—was scored. In this experiment 123 of the papers, or 82.5 per cent, had one or more errors, and 13 per cent had

memory--

A PROPOS of what people remember is a story in a recent "New Yorker" about Ipana Toothpaste radio advertising. "The Ipana Company," says that magazine, "used to have its broadcasting hour, in which it issued stern and grave warnings against 'pink toothbrush.' It seems that somebody made a checkup last year and learned that 300-odd persons went to the drug stores of a certain chain and asked for pink toothbrushes. Discouraging."

four or more errors, several of these being in the nature of additions where the writer included something not in the broadcast. Many of these would not affect the success of the game. Some of the additions would undoubtedly help insure its success, but they were not in the original matter.

The third experiment was, in a sense, more complicated than either

of the first two. Letters were sent to individuals asking for their cooperation. They were asked to listen to a particular program and then answer specific questions which would be mailed immediately at the close of the broadcast. The subject of the program was, "April Fool Holds a Party," and it consisted in a description of how to get up an April Fool party, including invitations, games, refreshments, etc. The description was given once and the time required was a little less than six minutes.

The questions, which were received from three to forty-eight hours after the broadcast, consisted of twenty such questions as: "What is the name of the party?" "What should the sign at the entrance be?" "Name two articles used in the obstacle race." [Four articles were named in the broadcast.] All the questions could be scored objectively. The requests for cooperation did not state whether the listeners were or were not to take notes, so no evidence is available on that point.

Among the 85 papers received none were perfect, although one paper had nineteen of the twenty questions correct. Sixteen per cent of the individuals replying had errors which changed the idea of the speaker, and something over one-half of the total of 489 errors were such as to change the idea. In this last experiment we were, of course, measuring delayed rather than immediate recall, and recall of matter given once instead of twice. However, all who helped in this experiment had helped in the others, so they were undoubtedly interested.

THE sub-experiment of which I spoke consisted of noting the accuracy with which the envelopes were addressed. In the first experiment the listeners were asked to write down the address, and as they were copying the recipe all had pencils and paper. Yet 370 of the 1,047 envelopes, 38 per cent, had one or more errors, including nearly 3 per cent who added something not dictated. In many instances the errors were not particularly significant, though there were many letters which were sent to the wrong broadcasting station and were mailed to

(Continued on page 29.)

Porter Heads Association of Oklahoma Broadcasters

ARE the radio broadcasters of America going to permit themselves to become the victims of the same kind of publicity schemes that have robbed the newspapers and magazines of millions of dollars in legitimate advertising?

This important question was answered in no uncertain terms by the broadcasters of Oklahoma in their first annual convention in Shawnee, Okla., on June 27. Resolutions condemning publicity transcriptions, the "per inquiry" or commission form of advertising, and various other types of free publicity were adopted at the meeting.

Every newspaper in America receives thousands of letters each year bearing every kind of publicity matter conceivable. Many of the editors have become victims of some of this publicity, cleverly prepared and presented to them. Already the free publicity menace has raised its head over the broadcasting horizon and the Oklahoma broadcasters took up arms to prevent its spread.

The Oklahoma convention was held at the instigation and invitation of Ross Porter, manager of KGFF in Shawnee, who acted as host to the broadcasters. In appreciation for his work in calling the convention, the broadcasters made him their first state president. B. C. Thomason of station KFXR, Oklahoma City, was elected vice-president, and L.

R. Duffy of station KVOO, Tulsa, was elected secretary-treasurer.

In addition to the election of officers, adoption of a set of by-laws and perfecting of other organization details, the meeting created a bureau for the exchange of program ideas. This is one of the most outstanding movements for closer cooperation among broadcasters that has been taken and means that Oklahoma stations will furnish each other with their best programs with a view of improving programs on all the stations.

The Sirovich bill pending before Congress which sought to increase the rates for artists and composers was condemned, and a copy of the resolution was sent to the Oklahoma congressional delegation. At the same time a firm stand was taken against any move to lower advertising rates, because broadcasters have not yet received any reductions in telephone power and union musician rates.

In order to promote the program it has outlined, the state association decided to sponsor the formation of similar associations in Kansas and Texas. J. Leslie Fox, manager of KFJH, Wichita, Kan., and Robert Elliston, an officer of the Southwestern Broadcasting company with headquarters in Ft. Worth, Tex., were authorized to organize their respective states if broadcasters in those localities are interested.

Don't Be Afraid to Experiment!

*Changing Your Talent, Time or Stations
May Stimulate New Listener Response*

Says E. H. Sanders

Advertising and Sales Promotion Director, SHELL OIL COMPANY

SOONER or later, broadcasters generally are going to realize, as Shakespeare did, that "the play's the thing," and discard most of the silly taboos and illusions that have hampered the development of radio more than any other medium in the history of advertising.

Advertisers have been content to continue to abide by standards of radio usage and application formulated at the very beginning of commercial radio. Several years of intensive use of the air lanes have exploded many unfounded beliefs and revealed innumerable opportunities for increasing radio's value to the advertiser. But most sponsors are still muttering in their beards that "it's never been tried" and refusing to vary long-established, antiquated radio advertising practices.

Close observation of typical programs, comprehensive surveys, experience with programs sponsored by my own company, and inquiry among representative listeners have convinced me that, given an entertaining program vehicle and a fair knowledge of human nature, a sponsor can alter a program to do any job under varying conditions without seriously affecting its popularity.

Countless sponsors have refused to change successful programs to satisfy a vacillating audience's demand for variety—something different. Or they have hesitated to improve program coverage or time-schedules by changing an established program set-up even slightly. As a result, most advertisers have realized but a fraction of the returns

they could obtain if they would apply to radio the same progressive measures constantly utilized to increase the effectiveness of other media. Advertisers do not hesitate to change newspaper or magazine schedules to improve coverage or release dates. Likewise, layout is changed and copy rewritten to increase effectiveness through variety and freshness of approach. Radio units are comparable and should be subject to the same change for improvement.

More than four years ago, Shell Oil Company recognized in Hugh Barrett Dobbs an unusual radio personality. The Shell Happytime "Ship of Joy" program was created and launched over a Pacific Coast network. In the interim, "Captain" Dobbsie's sustained popularity has been a constant challenge to the radio maxim, "They can not last."

But the popularity of the Shell Happytime has not invited a "Topsy" comparison. It didn't "just grow." We have scrutinized fan mail, solicited reports from company field men, conducted numerous surveys and sought the counsel of numerous persons known to have a good sense of showmanship. And, when our investigations have shown the need or advisability of a change, we have made the change, notwithstanding the fact that numerous radio "don'ts" discouraged such action.

There is ample evidence that this policy was and is the right one to pursue. The most convincing proof was provided by a survey conducted



E. H. Sanders

last March, an analysis of which is now before me.

ON January 1 we had shifted the Happytime program from the network used from the beginning of the broadcast to the competing chain. A number of reasons prompted the change. We had come to have great respect for the individuality of several stations on the other chain, were desirous of obtaining better daytime coverage in the inland areas reached by the second chain, and, with evidence that Dobbs' audience was unusually loyal, had reason to believe it would follow the program to the new network. Thus, we felt we had every chance to retain the

(Continued on page 16.)

HOW THE

PONTIAC ALL STAR HOUR

SATURDAY, JAN. 9th
8 to 9 P. M. E. S. T.

Announcing the opening of the
New York Automobile Show and
THE NEW PONTIAC 6-V-8
all red network stations, N.B.C.
— 25 other great programs also —

with
RADIO'S GREATEST HOUR

... brings the year's important
... in its cars... So Pontiac presents
... test stars in this program

"IF a job's worth doing at all it's worth doing well." This old saw has been dusted off and put to work again by the Oakland Motor Car Company as a motto for its Pontiac radio campaign.

To begin with, the program itself is outstanding—Paul Whiteman and his orchestra, rechristened the "Pontiac Chieftains." With no merchandising at all, this program would still attract a large enough audience to make it good advertising.

Then, Whiteman's idea of holding auditions for new radio talent in the various cities he visited on his RKO tour was tied up with the program—and the new Pontiac—resulting in a flood of newspaper publicity that

JEANNETTE McDONALD
THE KING'S SISTERS
PAUL WHITEMAN and his Orchestra
MILDRED BAILEY
RHYTHM ROMANCERS

SURPRISE FEATURE

And this great Pontiac Program starts tomorrow night January 9th, the night when public interest—

Listen to this Program on these Stations:

WABC New York	WABC Radio	WABC Boston	WABC Chicago	WABC Detroit	WABC Philadelphia	WABC Pittsburgh	WABC St. Louis	WABC Washington
WABC Newark	WABC Cleveland	WABC Cincinnati	WABC Columbus	WABC Dallas	WABC Denver	WABC Kansas City	WABC Memphis	WABC Miami
WABC Portland	WABC Richmond	WABC San Francisco	WABC Seattle	WABC Tampa	WABC Toledo	WABC Wichita	WABC Cincinnati	WABC Cincinnati
WABC Cincinnati	WABC Cincinnati	WABC Cincinnati	WABC Cincinnati	WABC Cincinnati	WABC Cincinnati	WABC Cincinnati	WABC Cincinnati	WABC Cincinnati

— An automobile is on its height—the opening of the National Automobile Show at New York City.

not only told people about the car and the program but sent thousands of them flocking to Pontiac sales-

Printed in black and red on white stock, the folder (pictured above) is most impressive. 25,000 application blanks (at the right) have been handed to audition seekers by Pontiac dealers. The postal (below) is just another reminder, sent to dealers and salesmen.

APPLICATION FOR ADMISSION TO PAUL WHITEMAN'S "CHILDREN OF AMERICA" AUDITION

Application for Audition in PAUL WHITEMAN'S "CHILDREN OF AMERICA" Contest—Sponsored by Pontiac

The names of this contest are printed on the auditions in Paul Whiteman's program on Saturday, January 9, 1936, on the radio. For information, the names of the contestants are listed on the auditions.

This contest is open to all persons who are citizens of the United States and who are under the age of 18 years.

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We told
the NEWS to
Paul Whiteman
(Pontiac's Radio Chieftain)



and he said...

... "THAT'S GREAT!—If anybody had given me a break like that when I was in the automobile business it sure would have put the ol' pep into me. Next time I get a chance I'll play "HALLELUJA" on the Pontiac program for the boys to express their feelings."

You will hear the details soon



rooms to obtain application blanks—and to have the advantages of Pontiac ownership impressed on their minds at the same time.

Realizing the importance of keeping the dealers constantly reminded of the program and of the real sales assistance it is giving them, the sponsors have taken every opportunity to tell them about the broadcasts. Before the first broadcast every dealer received a large, impressive broadside telling him about the series. A few weeks later, the mails carried 20,000 postcards to dealers and salesmen reminding

PONTIAC PROGRAM

WAS

PUBLICIZED



Listen to

PAUL WHITEMAN

and his

Pontiac Chieftains

Every **FRIDAY EVENING**

**N.B.C. BLUE NETWORK -
COAST TO COAST 10 O'CLOCK**

9 O'CLOCK
C. S. T.

8 O'CLOCK
M. T.

7 O'CLOCK
P. T.



The house organ also tells the story

them that the "Pontiac Chieftains" were on the air, carrying to millions of listeners the story of the new Pontiac and breaking down sales resistance.

Large yellow and black and white window stickers, bearing a simply drawn caricature of Whiteman, were also sent to 15,000 dealers to help them tie up with the program. No passerby could possibly overlook this display, and it also served as a constant reminder to the dealer.

The *Pontiac Times*, a four-page, newspaper-style house organ, is another medium used to keep dealers interested in the programs. Presenting valuable sales information in an entertaining manner, it usually devotes its back page to a display of photographs of talent used on the Pontiac programs.

It is noteworthy that four out of five of these pieces were addressed to the dealer, and that the fifth one was sent to him for distribution. Keep the dealers' interest in your radio campaign alive, and both they and you will find it more profitable, is Pontiac's advice to other broadcast advertisers.

Yellow and black, this window poster demands attention.

INTELLIGENT BROADCAST MERCHANDISING



Howard Angus

IN my opinion broadcast merchandising begins with the radio program itself. The entertainment is part and parcel of radio merchandising. Unless our thinking on that score is right, all other broadcast merchandising ideas might just as well have never been.

Practically every advertising man who has ever talked program to me didn't look beyond the dimensions of his own printed advertisement in a newspaper or magazine. He usually says, "My magazine advertisement consists of an illustration to attract attention and my printed message. Now what will be substituted in the way of music or drama for the illustration? Of course, we tell the same story on the air."

A commercial program is differ-

*From an address delivered before the 28th annual convention of the Advertising Federation of America, New York City, June 21.

Means Building a Good Program and Exploiting It in Every Way Possible

*Says Howard Angus**

BATTEN, BARTON, DURSTINE & OSBORN, INC.
Radio Chairman, A. F. A. and Advertising Club of New York

ent from a printed advertisement in one essential, and that is all-important! If the broadcasting stations furnished all the entertainment themselves and then said to an advertiser, "Here is one minute or two minutes or three minutes that you may use to tell the public about your product in the form of a commercial announcement," why then they would be doing what publishers of magazines and newspapers do. Then there would be greater similarity between the advertiser's problem on the air and on the printed page.

But the broadcasters do not do this. They say to the advertisers, "Here is a blank space of fifteen or thirty or sixty minutes. You must supply your own entertainment, through this secure your own listeners to hear what you have to say about your product."

The magazine story would be similar only if the publishers said to the advertisers, "You have to publish your own magazine, purchase your own stories and articles, get your own circulation, and prepare your own advertisement. We'll do the printing and delivering."

The broadcasters have given the advertiser the editor's and the circulation manager's jobs as well as his own. If all advertisers thought in terms of their own advertisements in preparing their commercial programs, what we would actually have over the air would be the magazine that consisted entirely of ad-

vertisements, the magazine which no one has published.

Therefore, the very first merchandising idea of an advertiser on the air is how, through his program, he can get people to listen to what he says. He has the same sort of a job in collecting a crowd that the patent medicine man had fifty years ago when he toured the country with his minstrel men, sword swallows and strong men.

One way of getting an audience is simply to produce his program and let the listeners find it. Every radio station has a large number of people who are in the habit of turning the dials of their radio sets to its wave length, just as a lot of people stop at the corner news stand to see what magazines or newspapers are for sale. If his program is a good one, listeners will tell their friends. However, the advertiser will secure a larger audience much quicker if he does what the circulation manager of a newspaper or magazine does, that is, call his program to the attention of the radio audience by advertising and sales promotion.

There is one enterprising station in Kansas City that has purchased a hundred bill boards for this purpose. Everyone of you is familiar with the program advertisements appearing in newspapers and magazines and also with the great effort that is made by one of the chains to have each advertiser mention his

(Continued on page 20.)

Broadcast Advertising

Came the Dawn

By Walter Edmand Mair

INTO the office of a great radio engineer (\$90 weekly bid and \$100 asked) burst a Nut. Wild and woolly and full of fleas, jittery, jumpy and hard to please. In other words, a formerly regular radio fan who was just about to seek out the peak of a large, tough mountain, where they hain't no aeri-als, podner, ner neither no signature leffing, ner theme songs splitting the ether in alleged Vox Humana.

"How—how did you get in?" burred the Engineer, reaching for the Flit, which had all been used up—ksh-krrrsh—ksh—krrrsh—the last time the Villain had been wrestled to a fall in two minutes and ten seconds, mike-time.

"Heh-heh," snivelled the Nut. "I waltwinchelled through your keyhole, Engineer, and I'm blessed-eventing a report that will make even you holler for Bis-quick—or else—" The Wild One sat down again and calmly whetted a long-bladed corn-knife on the edge of a window-sill.

"Yes—yes—another Government commission is in travail, I suppose," muttered the Great R. E.

"Bad as I am, I'm not that bad," countered the Nut. "This is just a private report on a public subject," and he fixed his victim with glittering eye, as he shoved a bunch of carefully ruled charts and graphs over the desk. "Here, read 'em and weep."

With shaking hands and bulging eyes the Engineer perused the papers a moment.

"I—I recognize the papers," he gulped, "b-but where are Little Nell and the Che-ild?"

"All over the dial—trying to muss up those figures, but they still stand," gritted the Nut.

"Why—these are very neat production curves—regular graphs like stock brokers used to show," managed the great Channel Hog, after the first bad quarter of an hour.

"Yep—but don't miss the footnotes, there on the last page," puffed the Nut.

All the footnotes read alike. Thus:

"Investigator sent to psychopathic ward pending completion of report."

"You see," smiled the Nut with a sly wink, "I'm the only one who hasn't been caught yet. And I'm sticking here for a decision."

The Engineer mopped what had once been a fairly noble brow. "But our program director," he protested.

"Yes—I know—that first item covers him. Read on into the summaries," commanded the Nut, trying the corn-knife, one eye-brow lifted in dreamy contemplation.

The Engineer gulped and began: "You've Got Me in the Palm of Your Hand," 66 times. He glanced uneasily towards the P. D.'s office.

"Go on," rasped the Nut.

"Lullaby of the Leaves," 98 times; average of 20 old-time melodies, including "Bedelia," "Pink Lady,"

"Curse of an Aching Heart," "Little Brown Church," and "Darling Nellie Grey," 41½ times."

"Why the half?" he cheeped meekly.

"That's when I passed out in the middle of the survey," replied the Nut, as he speared a blue-bottle fly at six paces. "But I came to again—after the Pause that Refreshes, you know. And—strange to say—I believe the industry is on the up-grade, or will be, when and if—"

"Yes—yes—when and if?" chirruped the Engineer, all ready to go into a Mammy song.

"Well, I won't kill you today, since you, too, are an optimist," beamed the Nut. "But I'm just warning you."

"If it happens again to my ten-tube set, in any consecutive 24 hours—well, My Pal!" And he drew the corn-knife with gentle, but precise stroke across his wilted wing collar. . . .

NOW of course it didn't happen exactly as related. But it might have.

There is no question but bigger and better programs, both chain and local, are in the making, and that the build-up for dramatic and humorous sketches is developing into a real Emergency Relief movement. The best music on the air—and there's lots of good music—kills itself by repetition. Even the yen for songs that remind us of sweeter, simpler living, minus nuisance taxes and hit-and-run drivers, has started back into the void from whence it came. It was born of dire necessity, and once more it is looking its dear old Mammy in the eye.

Here is the way an associate of one of the big recording studios puts the situation:

"Phillips Lord, Amos 'n' Andy and such characters have proven once for all that the radio public likes the family drama, or comedy-drama, built up around strong individual images which the listener can dress up in such guise as his fancy dictates. Music is a sine qua non, but heart interest can't be worked out in endless repetitions of the same rhythms and chord sequences day after day and night after night.

"Such material as Booth Tarkington has been able to provide for the sound films will more and more humanize the channels of the air. And the script, with the characters it creates, will be the thing, rather than the star performer. If the type of story ties in with human experience, helps to solve human problems, and lifts human hopes higher without getting high-brow, then it will do what we expect of the radio in coming months—hold public interest against all competition, amusement or otherwise.

"Advertising agencies as well as recording studios are aware of this: the chains will fall in line. Wait and see."

Radio Is Evolving Its Own Advertising Technique

Resulting in More Interesting and More Effective Programs

Says Roy C. Witmer*

Vice-President in Charge of Sales, NBC.

THE commercial program is unquestionably the most important part of broadcasting from the standpoint of everyone in any way connected with radio. It is the one thing which the three of us—advertiser, agency, and broadcaster—must study more and more carefully. And I want to emphasize that triangle—the advertiser, the advertising agency, and the broadcaster—for the success of all radio is really dependent upon the cooperation and understanding of all three.

We are all familiar with the great amount of controversy in connection with commercial programs. Obviously, there will always be a certain amount of agitation and difference of opinion. It would be an unhealthy sign otherwise, but I am sure that a very great percentage of the negative criticism would disappear if, in the construction of commercial programs, we could all religiously hold to just one thought—the very great difference between broadcasting and other forms of advertising. If you will consider broadcasting from almost any angle, you will, after all, find very few similarities to other media. In fact, the similarities are so few as to render it, in my opinion, non-competitive, some feeling to the contrary notwithstanding.

Let us take a moment to review and emphasize a few of the outstanding differences between broadcasting and other media:

First, it is a medium of sound; only the sense of hearing is employed.

Second, it is predicated entirely upon entertainment in some form.

*From an address delivered before the 28th annual convention of the Advertising Federation of America, New York City, June 21.



Roy C. Witmer

Third, it is extremely fast, in the manner in which last-minute and up-to-date entertainment or messages of interest are made available to virtually the entire nation at exactly the same instant.

Fourth, it provokes almost constant comment and discussion of its programs and messages on the part of the users of the advertiser's products, to say nothing of his dealers, agents and, in fact, his entire organization.

Finally, a radio program has the peculiarity of making listeners conscious of the advertiser and his product for at least the duration of the program, which is a relatively long time. That, to me, is very important.

The reason that I have emphasized the foregoing is not that the peculiarities of radio have received no consideration, but because I believe that they have not, and do not,

receive enough. I think that most of you will agree that too many commercial programs today are stereotyped, consisting in great measure of a musical, dialogue or dramatic program, bounded on both ends by so-called commercial credits which are often quite out of harmony with the entertainment element and in consequence not unlike a good picture the effect of which is nullified by a poor frame.

I somehow always think of the ideal radio program as exactly like the first-class play, lecture, or concert, in that it should be sufficiently interesting to hold the undivided attention of the audience from the first moment to the last. Too many listeners take their radio casually, and I think that is our fault. *People do not play bridge, converse, or read a book at the theater, concert, or lecture only because those forms of entertainment are sufficiently interesting to render such action unthinkable.* Exactly the same kind of interest should be put into a radio program.

EXCEPT for the very desirable element of the privacy and intimacy of the home and family, I like to think of broadcasting in terms of a monstrous stadium, containing, say, a million people (a relatively conservative figure). Imagine that multitude attentively absorbing for a full half hour the bright, interesting message and entertainment of an advertiser. That sounds like the answer to an advertiser's prayer. Yet fifty million people are eager to respond with undivided attention to the kind of programs that, I am sure, are not so difficult to produce if we put our wits really to work.

(Continued on page 24.)

Broadcast Advertising

Building and Broadcasting a Model Home

Has Aroused Interest in Baltimore Real Estate and Building Trades

Says Gene Brown
Radio Station WBAL, Baltimore

A FEW weeks ago a group of Baltimore advertisers, vitally interested in the real estate and home-building trades, decided to call this fellow "Depression" to the mat and show him a thing or two. And so, being modern and forward-looking, they decided to play their advertising spot-light on the radio stage, choosing WBAL, Baltimore's only high power station, as their broadcasting medium. Forthwith, Purnell H. Gould, WBAL'S commercial representative, presented to them the idea of building a model home on the air—an idea that at once captured the interest of the advertisers who had vision enough to see that the dramatizing of the Great American Adventure—that of building one's own home—could not help but have general appeal.

The script was written, the cast assembled, and the audition, or program test, made with the result that the sponsors gave the idea their enthusiastic "O. K.," realizing through the actual presentation of the sketch that nothing is more interesting or dramatic than the true-to-life experiences of a young married couple beginning the very jolly adventure of building their own home. And so radio listeners in the Baltimore area were introduced to "Sally and Jack Howard," a very modern young couple who have decided to end their cliff-dwelling days for the pleasures and delights of suburban life.

Immediately (and this is where the story starts) they begin to look around for a place that is beautiful but at the same time convenient, resulting in their choosing a lot out in Northwood, one of the Roland Park Company's beautiful suburban de-

velopments in Baltimore. After selecting their lot, they have the title searched by the Maryland Title Guarantee Company (one of the sponsors) and then they call in John A. Ahlers, the Roland Park Company's architect, who has designed most of the houses in Roland Park, Guilford, Homeland and Northwood—four of the most beautiful suburban sections in the East.

From week to week (the program, "The House That Jack's Building," is presented every Tuesday night) listeners really live the experiences of Sally and Jack, the script introducing a number of characters, some of whom are very humorous. For instance, there is "Salina," the "cul-lud" maid, and there's "Alex," Jack's very wealthy but eccentric aunt who comes to the assistance of

statistics--

IN spite of the depression, radio seems to be holding its own and a little bit more as an advertising medium. Figures for the first six months of 1932 as compared with 1931 (unfortunately available for the coast-to-coast networks only) show that advertisers using the NBC facilities increased their expenditures by 23 per cent, while CBS advertising revenue increased 30 per cent. Moreover, in each case June, 1932 is ahead of June, 1931.

Figures for the first six months of each year are:

Jan.-June	NBC	CBS
1931 ..	\$12,344,632	\$5,908,463*
1932 ..	15,109,645	7,699,982

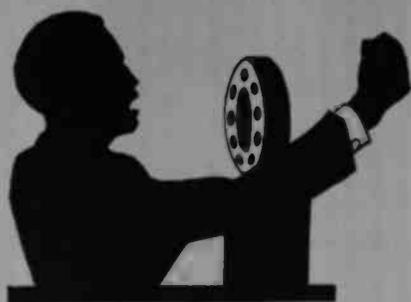
*The net CBS figure of \$5,058,616, adjusted to properly compare with the gross figures otherwise used.

her favorite nephew by helping him finance his home-building plan; and there are "Gwen" (Sally's best girl friend) and "Chick," Gwen's long-suffering husband who is about-to-turn. Altogether, it's a very jolly program and one that is going over tremendously.

So real are Sally and Jack and their home-building experiences that reports coming in show that this group of sponsors certainly knew a good program idea when it was presented to them. People are flocking out to Northwood to see "The house that Jack's building" and requests are coming to the Roland Park Company for the various special features that are making Sally and Jack's house the most modern and convenient residence in the East.

THE idea that the "house that Jack's building" every Tuesday evening over WBAL is actually being constructed in one of Baltimore's suburbs has a strong listener-appeal which is reacting as a genuine stimulus to the home-building and real estate trades. To date, this is the first time any Eastern station has effected a tie-in of a program with a definite building project, and the unique idea is proving a very successful venture for the sponsors of this plan. This account is being handled direct by the WBAL commercial department. The sponsors include: The Roland Park Company, the Consolidated Gas Electric Light & Power Company, Tilghman V. Morgan, the Baltimore Brick Company, the Maryland Title Guarantee Company, the Acme Tile Company, the Fairfacts Company, the Robertson Art Tile Company of Trenton, N. J., and the Hilgartner Marble Company.

This series of programs—"The House That Jack's Building"—will continue until the house is actually completed. At the conclusion of the present series, the program will be continued through the period of decorating and furnishing this model home, concluding with a house-warming which Sally and Jack are already planning for some time this fall.



EDITORIAL

Cut Rates

A LARGE manufacturer, whose account was formerly placed by an advertising agency, has for the past year or so placed it direct and kept a man on the road contacting radio stations and getting inside prices. This man may or may not be a shrewd Yankee buyer, but he certainly earns his salt. Last year he saved his company thousands of dollars. His two principal sales arguments to radio stations are that the account involves no agency commission (off goes 15 per cent), and "if you don't take it at this price we'll place it on the other station" (off goes another 15 to 25 per cent). A few stations have stood pat and got the business anyway. The sales manager of the company knows in advance what stations he wants and will use. If the stations would stick to their price they would get the business just the same.

A salesman was recently offered a job with an advertising agency. His pay was to be \$50 a week and anything he could "chisel." The chiseling was to consist of getting cut rates from radio stations, charging the advertiser full price and pocketing the difference. The salesman rejected the offer although told that another man was "doing very nicely" on this basis.

The majority of good stations have one rate and stick to it. We can't actually blame the small station with the gaunt shadow of the sheriff in the offing for picking up a few extra dollars with which to pay part of the announcer's back salary, but we do blame those stations that are established and supposed to know better.

* * *

Station Representation

WITH the appointment of exclusive Chicago representatives for some eighteen major radio stations come random statements galore that the general station representative or so-called "time broker" is doomed.

The system of general representation has not been without its evils. There have been plenty of chiselers, rebaters and out-and-out grafters. On the whole, however, the rapid strides made by spot radio have been largely attributable to the general representatives. They have sold and are still selling radio to national advertisers in competition with other media; they have sold

spot radio in competition with the chains; they have put on costly auditions on the chance of getting national accounts on a scale which only the chains and comparatively few of the larger agencies could afford to carry on.

Obviously the stations would prefer to get business without paying the double commission. Included in the many millions of dollars worth of radio that has been placed by the general representative during the past four years, there has been a certain amount of "gravy"—business that fell into the representatives' hands without any particular effort on their part. It is this apparently unearned volume that particularly irks the radio stations. Why should they pay commissions on accounts where no effort was expended?

Let it not be forgotten, however, that to offset this, the general representatives have created an untold volume of business which never passed through their hands. They have sold radio to advertisers and agencies, later to find that the business was placed without utilizing their services. Chain as well as spot advertising has profited by the constant sales effort put forth by the general representative.

Repeatedly we have been asked "to come out in the open" with regard to station representation. Are we in favor of general or exclusive representation? It seems to us that neither we nor any other outside agency can influence the natural evolution of the broadcast industry. The decision lies entirely with the stations. So long as they need the business they will pay the double commission; should business revive to the extent that they can sell all of their available time without allowing the additional commissions, the general representative will have to change his method of operation. Already two general representatives are representing some stations on an exclusive basis, while still placing time on the others as heretofore. This seems to be the trend. In any event, the transition will be gradual and the established general representatives instead of being doomed will, if necessity dictates, merely change their methods of operation.

Owing to the limitations of radio, exclusive representation of radio stations can never parallel newspaper representation. So long as clients want to reach certain markets at definite times of the day conflict between periods wanted and periods available will always occur. How this will eventually be worked out it is impossible to say. In the meantime nearly all commercial stations are accepting orders less the double commission.

One thing is certain: As long as stations have salable time available, radio and markets will have to be sold. Although an increasing number of advertising agencies are doing a real sales job, financially interested second parties are necessary if radio is to attain its full share of business.

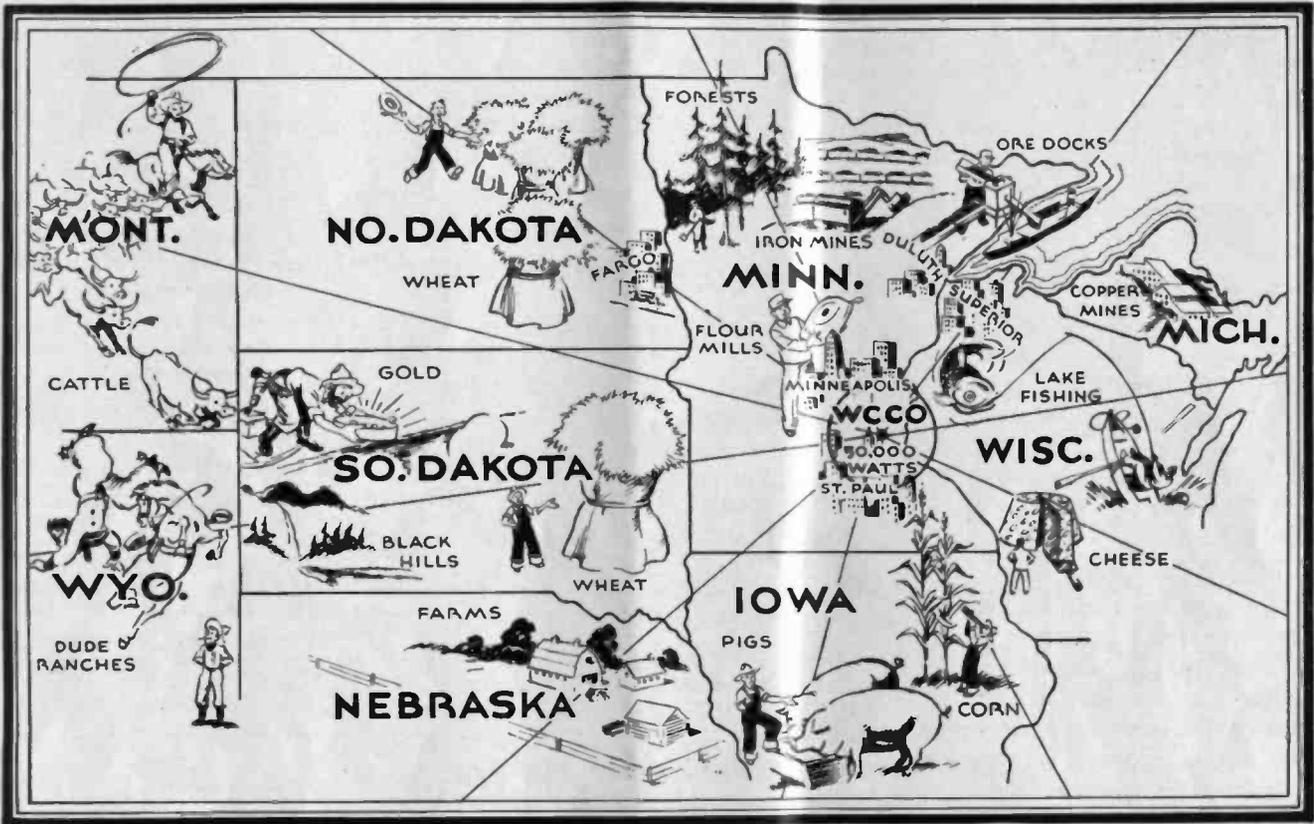
* * *

Price Quoting

PROBABLY in response to the company's offer of "take it or leave it"—a mighty convincing argument where millions of dollars may be involved—A. & P. are on the air quoting prices over NBC during the daytime. What we can't understand is why all these

Gateway to the Great Northwest

MINNEAPOLIS **WCCO** SAINT PAUL



50,000 Watts

Cleared Channel—810 Kilocycles—Full Time

WITH its new 50,000-watt Western Electric transmitter, WCCO enters upon a new era of service as the radio gateway to the three-quarters of a million receiving sets in the Great Northwest.

YOU can tell your story to each one of these three-quarters of a million radio-equipped homes, fifteen minutes in the daytime, for thirteen one-thousandths of a cent—750 homes for a dime.

USE radio for your selling message where radio reception is at its best—and where you have a 50,000-watt station to deliver it.

WCCO's Commercial Rates, Effective September 1, 1932:

				Morning Time	
				Signal	Noon
				7:00-9:00 A.M.	12:00-1:00 P.M.
<i>Six to Ten-Thirty P. M.</i>					
Consecutive Times.....	1-12	13-25	26-51	52-103	
One Hour.....	\$425	\$403.75	\$393.00	\$382.50	
One-half Hour.....	285	251.75	245.00	238.50	
Fifteen Minutes.....	160	152.00	148.00	144.00	
<i>All Other Hours</i>					
One Hour.....	\$275	\$261.25	\$254.25	\$247.50	
One-half Hour.....	165	156.75	152.75	148.50	
Fifteen Minutes.....	100	95.00	92.50	90.00	
Ten Minutes.....	75	71.25	69.50	67.50	
Five Minutes.....	45	42.75	41.75	40.50	
				Announcements:	
				1 Announcement per week.....	\$ 25 \$ 35
				2 Announcements per week.....	45 63
				3 Announcements per week.....	60 84
				4 Announcements per week.....	75 105
				5 Announcements per week.....	88 123
				6 Announcements per week.....	100 140

NORTHWESTERN BROADCASTING, Inc.

H. A. BELLOWS, Pres.

Offices: Nicollet Hotel, Minneapolis

E. H. GAMMONS, Vice Pres.

restrictions on price quoting anyway. The fact that a canned milk is selling at 2c under the regular price is more interesting to the majority of housewives than a lot of extravagant hooey about skin rejuvenators.

The fact that the new Hudson will sell at such and such a price is interesting to every automobile owner and to everyone who would like to own a car, that is, to practically everybody. Then why beat about the bush? Why quote Vice-President Marshall in order to say that Cremos sell for five cents, or sing a song to tell the audience that enry George cigars sell for a nickel?

The chains have no doubt been afraid to let down the bars on price quoting for three reasons: Unfa-

vorable criticism by the Federal Radio Commission, a tacit admission that radio is in direct competition with newspapers, and the difficulty of drawing the line between legitimate price quoting and the obnoxious "\$25 suit for \$18.37" type of commercial.

Federal radio control is now a dead issue; radio can stand on its own feet without newspaper cooperation; so there remains only the final objection, the quotation of bargain prices. As to this, why shouldn't price quotations be censored the same as the rest of the commercial announcements? Under the present supposedly rigid but often clumsily circumvented restrictions, many interesting price quotations are excluded from the air.

Sears' Radio Campaign Exploits Women's Interest in Bargains

EVERYONE is interested in bargains, especially in these times, and every merchant is looking for the advertising lens that will focus this universal interest on his bargains.

Sears, Roebuck & Company have found it in radio, with a series of programs aimed directly at the bargaining instinct. Its title is "Adventures in Values"; its entertainment, short dramatic portrayals of the world's famous bargains; its sales hook, a contest that directs the attention of every listener on Sears' Midsummer Sale Catalog—and the bargains contained therein.

The dramas cover every field of human endeavor, from the sale of Babe Ruth for \$800 to the sale of Manhattan Island to the Dutch for \$24, and from the discovery of the Star of Africa diamond to the invention of the telephone. Their only unity is that each tells the story of a real adventure in values.

The contest is an invitation to each listener to embark on an adventure in values herself by selecting what she considers the greatest bargain in the Sears Midsummer Sale Catalog and writing a letter explaining her choice. Cash prizes are offered each week for the best letters, and, if a winning letter is accompanied with an order for one dollar or more, its award is five times as large.

Besides the drama and the contest offer, each program also emphasizes two facts: First, that price alone does not make a bargain, because a real bargain must also be good

value; and second, that Sears' bargains are *real* bargains.

The programs are five-minute electrical transcriptions, produced by Critchfield (Sears' agency) and recorded by Columbia. Three minutes and 30 seconds are used for the drama; another minute takes care of the announcements; and the remaining 30 seconds are left for the station announcer. Which means that a real job of condensing was done, both on the playlets and on the sponsor's announcements, to fit them into that brief time without detracting from their effectiveness.

The programs, running each week-day for eight weeks, were placed on 17 stations in the sales area of Sears' Kansas City branch to insure complete coverage. A month after this series started, a similar series was launched over WLS, Chicago, indicating that the results have been at least satisfactory. Incidentally, the program itself, economical and requiring only five minutes on the air, might well have been included in the "Adventures in Values" series, for it certainly fulfills the sponsor's definition of a bargain.

Voynow and Field Join Macy and Klaner, Inc.

MACY & KLANER, INC., Chicago, midwest representatives of Scott Howe Bowen, Inc., announce the addition to their staff of Edward E. Voynow and Lawrence Field, both formerly of National Radio Advertising, to direct the radio division of their business.

WBEN Names Rambeau

RADIO station WBEN, Buffalo, N. Y., has appointed William G. Rambeau as its Chicago representative.

NBC Enters Station Representative Field

TO represent the 15 stations it owns and operates in the solicitation of spot and local business, the National Broadcasting Company has formed a station representation department, under the direction of J. V. McConnell.

Headquarters will be in New York, with territorial divisions in Chicago and San Francisco. The New York office will handle all inquiries for stations WEA and WJZ, New York City; WBZ-WBZA, Boston; WGY, Schenectady; WRC, Washington, D. C.; KDKA, Pittsburgh, and WTAM, Cleveland. Chicago will be headquarters for WMAQ and WENR, of that city, and KOA, in Denver. Stations KGO and KPO, San Francisco; KEX, Portland, Ore.; KJR, Seattle, and KGA, Spokane, will be handled from San Francisco.

Radio Programs by Telephone in Switzerland

"A SYSTEM whereby telephone subscribers can enjoy radio broadcasts without actually owning a radio set has been inaugurated recently in Switzerland," says *Commerce Reports*. "To date a total of approximately 2,000 installations have been put into effect in Basel, Berne, Geneva, Zurich, Chur, Lausanne, Lugano, Locarno, Bellinzona, and Montreux.

"The advantages which the Swiss telegraph and telephone administration claim for the installation are (a) no antenna is necessary; (b) reception of the broadcasts from the two large broadcasting stations, which are served with special underground wires for broadcasting service, is absolutely clear; (c) there are no atmospheric disturbances; (d) there is no static caused by electric railroads or machines in the neighborhood; (e) no battery is needed; (f) there is a very simple receiving device; and (g) listening-in is very easy, for sound volume can be regulated."

Radio for Rare Coins

TO stimulate interest in coin collecting, the Numismatic Company of Fort Worth, Texas, will use radio, newspapers and magazines. Guenther-Bradford & Company, Chicago, has recently been placed in charge of this account.

ALL *New England* will listen to you **NOW**

WTIC

HARTFORD

50,000 WATTS

YOU have always known the value of the New England market. Now for the first time you can reach every nook and corner of it—urban and rural—over The New England Network.

Quality of programs and clearness of reception have built up a responsive, loyal audience unsurpassed anywhere.

WEEI

BOSTON

1,000 WATTS

New England with its prosperous population of over eight million people, with incomes far higher than the average, is a compact, concentrated market, responsive to the radio message.

WJAR

PROVIDENCE

**250 WATTS NIGHT
500 WATTS DAY**

These five, great stations are listened to daily on over one and one-half million radio sets. They deliver your message with a total power of 52,500 watts.

WTAG

WORCESTER

**250 WATTS NIGHT
500 WATTS DAY**

Let this organization assist you in planning your program. The finest New York and Boston talent is available at very reasonable rates, and our staff of program experts, thoroughly versed and experienced in every phase of program creating and dramatizing is at your service without charge.

WCSH

PORTLAND

**1,000 WATTS NIGHT
2,500 WATTS DAY**

Complete details of coverage and rates on request. Write Station WTIC, Hartford, Conn., or call upon the Station nearest you. Plan now to reach the New Englander in the most effective and profitable way—via The New England Network.

THE NEW ENGLAND NETWORK
"The Red Network Stations of New England"

DON'T BE AFRAID TO EXPERIMENT

(Continued from page 5.)

existing audience and a good opportunity to increase it.

Simultaneously with the change in networks we reduced the broadcast period from one hour to thirty minutes. Although economic considerations prompted this time reduction, the belief that the program vehicle could be adapted without loss of popularity further justified the change.

We had conducted an extensive telephone survey in October while yet on the first network. In March we asked the new network stations to conduct another survey, in order that we might make a comparison and determine what had been lost or gained through these drastic changes in outlets and time. The survey proves conclusively that the program has carried the greater part of its audience over to the new chain and has added thousands of new listeners.

Five metropolitan centers: San Francisco, Oakland, Los Angeles, Portland and Seattle, were covered in both surveys. The March survey showed an increase in the number of Happytime listeners for San Francisco and Portland and a decrease in the percentage of listeners in Oakland, Los Angeles and Seattle. However, the decrease in the three latter cities was more than offset by figures showing that a much larger proportion of radio owners were tuned in (on any program) during the time the Happytime period was on the air (8:00 to 8:30 a. m.) In other words, the smaller percentage figure, applied to a larger

base, represented an increase rather than loss of audience. The figures follow:

	Percentage with radios on		Percentage listening to Happytime Program		*Percentage who sometimes listen to Happytime Program	
	1931	1932	1931	1932	1931	1932
San Francisco.....	18	45	51	78	73	74
Oakland.....	17	28	54	33	56	56
Los Angeles.....	6	18	82	38	52	56
Portland.....	24	41	58	88	66	83
Seattle.....	30	49	79	65	64	40
Total.....	20	35	65	59	62	60

*(These figures do not include the families found to be listening to the Happytime Program at the time of our call.)

In addition to metropolitan centers, the March survey covered seven smaller cities not in the 1931 study. With the exception of Spokane, none of these smaller cities were represented by local outlets on the original chain. In the smaller cities the proportion of regular and occasional Happytime listeners was greater than in metropolitan areas. This condition we ascribed to the fact that few of the smaller cities received strong competitive programs at the Happytime hour. The figures:

	Percentage with radios on		Percentage listening to Happytime Program	Percentage who sometimes listen to Happytime Program
	1931	1932	1932	1932
Bakersfield.....	33	—	54	78
Fresno.....	38	—	100	72
Sacramento.....	27	—	81	79
Stockton.....	31	—	78	77
San Diego.....	30	—	65	65
Santa Barbara.....	92	—	93	76
Spokane.....	31	—	78	88
Total.....	43	—	84	77

In the March check, 91 per cent of the homes called had radios, as compared to 88 per cent reporting radios in the October check. The close parallel of these general findings lends credence to those figures applying to the Happytime program specifically. Thus, by disregarding bugbears and making changes that would be regarded in some quarters as popularity and audience destroyers of the first rank, we have increased the Happytime audience and, consequently, the program's effectiveness as an advertising medium.

ON May 10, Shell Oil Company launched an evening program over 19 western stations. Eb and

Zeb, two rural characters who had won wide popularity with a brief act on a popular once-a-week revue

release, were bought for a 13-week test period. They are being heard four nights weekly in 15 minutes of dialogue. In launching this program, we cast caution to the winds and laid the program setting in a general store and service station—an unbelievably rash act, in view of the sponsor's business, according to most students of precedent.

"You will antagonize your audience with a service station setting. You can't help introducing indirect commercialism into the scripts," was the cry. "We may inject some product or policy mention into the scripts, but we'll rely on our judgment of audience reaction in guard-

ing against offending listeners," we replied. Initial reaction has been good. As yet, it's too early for "I told you so's" on either side.

Our so-called radical radio policies, first with the Happytime, the Shell Symphonists, and now with Eb and Zeb, have thus far supported our contention that radio practice should not be fettered by iron-clad, antiquated standards—that "the play's the thing."

I believe many more broadcasters will adopt a similar attitude eventually, and, through the application of sound judgment unaffected by obsolete standards, reap larger dividends from radio advertising.

CHICAGO AGENCIES AND ADVERTISERS

Are now using this branch office service. Complete information as close as your telephone on "air-tested" programs, available time, coverage data, merchandising.

WGR-WKBW Buffalo
 WGAR Cleveland
 WOC-WHO Davenport-Des Moines
 WJR Detroit
 WBAP Fort Worth
 WTMJ Milwaukee
 WMCA New York City
 WCAE Pittsburgh

FREE & SLEININGER, Inc.
 180 N. Michigan Ave.
 CHICAGO
 Franklin 6373

FOUND...

THAT "INDEFINABLE SOMETHING" /

THE finest electrical transcriptions yet produced have consistently lacked one vital element necessary for the complete illusion of a live broadcast.

A strange statement from a recording company . . . but a true one.

One year ago Byers Recording Laboratory directed its research department to the exclusive task of segregating this illusive element . . . of finding that "indefinable something."

Like most scientific work, the process was trial and elimination. Months passed . . . months of gruelling, painstaking search, with no apparent progress.

On May 5th, however, Fortune smiled. Thanks to a freak experiment, the illusive and heretofore "indefinable something" was recognized, isolated, labeled and filed.

Result . . . a totally new and different recording

studio designed and equipped throughout to trap and hold the vital element that makes for realism.

The secret must necessarily remain our own . . . the result is available to everyone.

The entire 12th floor of 1780 Broadway, New York City, is the new home of Byers Recording Laboratory. It is exclusively devoted to the manufacture of superior radio or industrial productions, recorded either on disc or film.

The tonal quality of the work now flowing daily through this great and modern laboratory beggars description. It is as far advanced over anything we were able to produce with the former process as Byers recordings were then superior to others.

We earnestly invite your personal inspection. One short audition will convince you that science has scored . . . the "indefinable something" has been found.

BYERS RECORDING
LABORATORY, Inc.

1780 BROADWAY

NEW YORK

SALES REPRESENTATIVES

SCOTT HOWE BOWEN, Inc.

WXYZ

WHEN YOU'RE IN ROME !

Everybody knows that one, "Do as they do," etc.

When you advertise in Detroit, talk to Detroiters in Detroit style—Create buying impulses by using Detroit mannerisms.

Catch buyers with Detroit-made Radio advertising over Station WXYZ, the big major station operating independently of net-work affiliation.

WXYZ is "A Detroit Station for Detroiters", operated by men who have successfully built Detroit entertainment for 25 years.

WXYZ's popularity insures full coverage for your Radio dollars.

KUNSKY-TRENDLE

BROADCASTING CORPORATION

300 MADISON 1000 Watts
THEATRE BLDG. 1240 Kc.

AT

GRAND RAPIDS

Michigan's second largest city—
Presenting Michigan's second
largest market — WOOD-WASH
is the only broadcasting station.
There is no other in operation.
And WOOD-WASH successfully
covers this exclusive territory.

KUNSKY-TRENDLE MANAGEMENT

WOOD HEINL

Supplies the only

Confidential

semi-weekly
radio information service.

405 Insurance Bldg.
Washington, D. C.

P. A. C. A. Radio Departmental Discusses Varied Aspects of Broadcasting

THE Vancouver, B. C., convention of Pacific Coast advertising clubs had a well organized radio departmental which met July 7 and 8 with an attendance of 35 to 40 at each session. Roy Frothingham of the National Broadcasting Company, San Francisco, organized the departmental and functioned as chairman during the meetings. Station managers and those directly connected with radio predominated. Advertising agency executives, advertising managers of retail and manufacturing establishments, and representatives of other media were also in attendance.

One of the most interesting talks was the story of how N. W. Ayer & Son has built its radio organization and accomplished its research regarding the coverage and relative popularity of hundreds of radio stations. In every market and territory the coverage and "pulling power" of each station is a known quantity, said Carl Eastman, who illustrated the findings of his company with colorful maps and charts.

H. F. Anderson, sales manager for NBC Pacific Coast Division, packed an enormous amount of thoughtful information and observation on "Building Programs That Pay" in the few minutes he took before steering this topic into discussion channels. Mr. Anderson emphasized the growth in popularity of dramatic and mystery programs, the trend toward fifteen-minute strips, and the consequent opportunity for outstanding programs of one and two-hour duration. The comparative value of "tailor made" and "ready made" programs for the advertiser was discussed with the inescapable conclusion that both are good when used right.

"Transcription Programs" were discussed from production and selling angles by C. P. MacGregor of MacGregor & Sollie, Inc., with emphasis on their value to the advertiser who wants to high spot national markets or who wants to augment his network advertising with local transcription programs in selected places. Mr. MacGregor's experience in the phonograph industry before entering the transcription business makes him an authoritative as well as entertaining speaker.

Ralph Brunton of KJBS, San Francisco, and J. Howard Pyle of KTAR, Phoenix, each talked on "Local Programs for the Retail Merchant," with Mr. Brunton featuring the commercial phases of this problem and Mr. Pyle emphasizing the production of programs that please.

Speaking for Crossley, Inc., whom he represents on the coast, F. L. Foster of Portland advanced a great deal of priceless information regarding the findings and conclusions of Crossley surveys directed toward the program preferences and listening habits of the

radio audience. Crossley service to national advertisers and national advertising agencies is well known by reputation but this was the first time a group of Pacific Coast advertising men and women were made acquainted with the methods and results of Crossley surveys.

Provision was made for open discussion of the various subjects, but limitations of time cut down the intended amount. It was most interesting to gather the ex-tempore views of men and women like Raymond Kelley, of Syver-son Kelley Agency; Wallace Boren, of J. Walter Thompson Co.; H. J. Quilliam, KOMO, Seattle; Miss Frankie Coykendall, of Botsford Constantine & Gardner; D. J. Jansen, of KVI, Tacoma; F. B. McClatchy, KSL, Salt Lake City; W. E. Powell, CNRV, Vancouver; Lawrence Moore, of KRE, Oakland; Earl Weller, Portland; W. C. Stannard, McConnell, Ferguson, Ltd., Vancouver; James Lightbody, B. C. Electric Company; Joan Jack, Hudson Bay Company; E. C. Stark, sales manager of the Pacific Milk Co., Vancouver, and George Chandler, CJOR, Vancouver.

The 1933 convention of the Pacific Advertising Clubs Association will be staged in Sacramento, Calif., in July of next year when another P. A. C. A. Radio Departmental will be "run off" with customary good attendance and free speech discussion.

Build New Station in Mexico

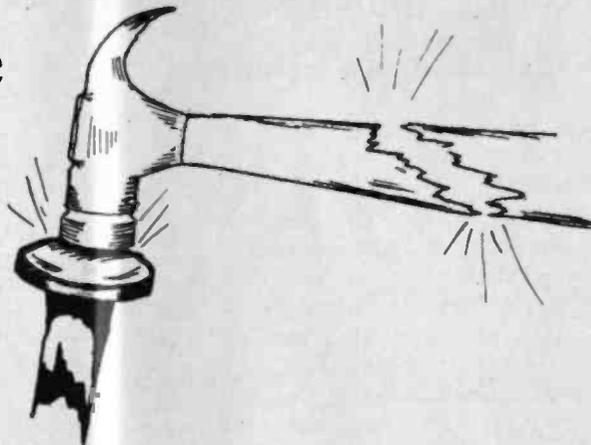
ANOTHER high-power station is now under construction on the Mexican side of the Rio Grande, XEPN, located at Piedras Negras, Coah, Mexico, just across from Eagle Pass, Tex. The new station, which is being built by the Radio Engineering Laboratory of Fort Worth, Tex., will operate on the 885-kilocycle channel with 75,000 watts power, and will go on the air about the first of September. XEPN is owned and operated by the Piedras Negras Broadcasting Company, Inc., a closed corporation. C. M. Bres is chairman of the advisory board; W. E. Branch, general manager, and Dan B. Hosmer, production manager. Studios will be operated both on the Casino Nacional in Piedras Negras and in the Yolanda Hotel at Eagle Pass, where the American offices of the station will also be located.

Thomas Heads Agency Radio Staff

HAMPTON, Weeks & Marston, Inc., New York, announce the appointment of Earl G. Thomas as vice-president in charge of their radio division. Mr. Thomas has been associated with both network and transcription organizations and also has a background of many years in the theater.

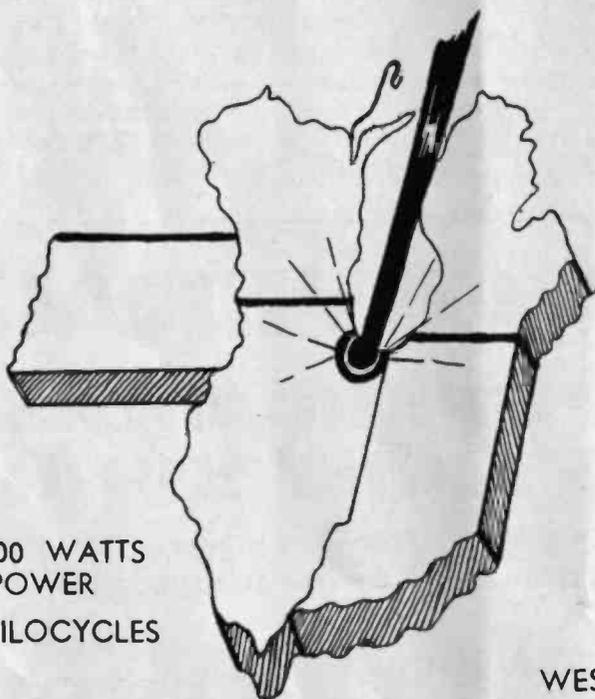
Broadcast Advertising

You Can't Drive A Spike With A Tack Hammer!



..... and you most certainly can't expect to drive home a strong advertising message to the great Chicago radio market without the aid of a powerful medium; like station WBBM. Satisfactory results for many advertisers over a long period of time has proved beyond any doubt that WBBM carries enough weight and drive to assure the complete effectiveness of your advertisement. Get on the air with Chicago's **successful** buyers of radio time—on the station that has by far more commercial hours than all major Chicago stations combined.

We are completely equipped to intelligently serve you from an advertising and merchandising standpoint also. Our representatives are all trained radio advertising experts. A consultation with them puts you under absolutely no obligation.



25,000 WATTS
POWER
770 KILOCYCLES

Primary Five State Coverage

The figures of our mail department prove conclusively the effective coverage we enjoy in Illinois, Indiana, Iowa, Michigan and Wisconsin as well as Chicago and its adjoining counties.

WBBM

"THE AIR THEATRE"
CHICAGO

WESTERN KEY STATION OF THE
COLUMBIA BROADCASTING SYSTEM

INTELLIGENT RADIO MERCHANDISING

(Continued from page 8.)

program in his magazine and newspaper advertisements.

This merchandising cannot be lightly dismissed by saying, "I do not believe in advertising advertising." That is sound enough where the magazine editor hands you all your circulation.

And I cannot think of any form of radio merchandising that has more potential possibilities. According to Commissioner La Fount there are 16,000,000 radio sets in the United States. There is probably a potential audience of 50,000,000 people.

In the building of your radio entertainment you should remember that there are heroes and heroines of the air just as there are heroes and heroines of the screen, that there are radio fans just as there are movie fans, and that these radio fans write letters just as all fans do. Some think that this disposition on the part of the people to write letters has been over-stimulated during the last year by prize contests with entry blanks available at dealers' stores and pictures of the stars for a label off the package. You are familiar with all that, being radio listeners yourselves. But this mail is a field for effective merchandising. By follow-up letters or pamphlets or bulletins, you can add the eye appeal to the ear—thereby making more sales.

Let me read you an extract from

a letter I received the other day from a speaker on a program sponsored by a magazine publisher:

"You will be interested to know that Mr. Blank, our circulation manager, is convinced that the Wednesday radio talks are having a marked effect upon our steadily increasing circulation. While other magazines are fighting desperately for circulation and not getting much of it, we are showing a really surprising gain. From 230,000 the first of January, 1932, we are now up to 265,000. Our guarantee for January 1, 1933, is 300,000—and Mr. Blank tells me that conservative estimates indicate that we will be well in excess of that figure.

"Of course, it is all but impossible to analyze our circulation to such an extent as to say definitely what my radio work accomplishes. However, we have circularized the names and addresses which you sent us and are getting between four and five per cent subscriptions as a result of our first letter. Mr. Blank tells us that this is very high—that if direct mail brings in one per cent it is considered successful. He believes that when he sends out a second letter the result will probably go as high as ten per cent in the fall. The fall, of course, is a much better selling season than is summer. We find that about ten per cent of those who have written in asking for talks are already subscribers."

WE have heard a great deal of criticism lately of commercial announcements and most of you undoubtedly have turned off a radio program in disgust at some commercial announcement. I don't doubt that all of you have acquired the art of talking during commercial announcements. Now I claim that any advertiser who puts on an entertainment that draws a great many lis-

teners and then puts on a commercial announcement that makes them tune out, annoys them, or prompts them to start a conversation is violating whatever principles there may be to merchandising. In spite of whatever other merchandising ideas he may devise, his program will soon give way to another, sponsored by some advertiser who has learned the secret of interesting people even when he talks about his product. And you may rest assured that his secret is not reading what he printed in magazines and newspapers.

Everyone of you here has turned over the pages of a magazine, glancing casually at some advertisements and not at others, focussing your attention upon only those in the magazine that interested you. You can't do that when listening to a radio program. Your ear bumps right into the commercial announcements. The advertiser hasn't the problem at all of getting your attention, as in a magazine. He either has your attention through his entertainment—or he hasn't it at all. His problem is to hold your interest. This means that the basic merchandising problem of the advertiser in broadcasting is not how to make his entertainment more commercial, but how to make his commercial more entertaining.

And that means that he has to bring showmanship into his commercials. At the present time we are having all kinds of experiments along that line. For instance, right now many commercials are being

GREATER COVERAGE FOR YOUR SPOT BROADCAST DURING DAYLIGHT HOURS

Station WFBL is operated at 2500 watts days, 1000 watts nights. That means to the advertiser, increased signal strength over a larger area at a time when program competition is at a minimum.



SPOT YOUR CAMPAIGN
IN
THE HUB OF THE EMPIRE STATE
SYRACUSE, NEW YORK

WFBL

dramatized. Commercial characters are being created. I know of no activity or no development that calls for more serious consideration than this experimenting with commercial announcements.

Now, undoubtedly as we develop the technique of making our commercials interesting through drama or characters, we are going to find the way to merchandise these commercials, not our entertainment, in counter display and window display and all other forms of tie-in advertising. It will open up a whole new field of fertile sales promotion.

I think every radio talk should end with the phrase, "The announcer who reads commercials must go."

Congressmen have been introducing resolutions to restrict advertisers because of the protest on what they call blatant commercialism. Advertisers have agreed that restricting commercials to the sponsor's name and product would destroy the effectiveness of broadcasting. However, these same advertisers do not seem to be conscious of the fact that the public is exercising a censorship by not listening to their commercials. That, in my opinion, is the most effective of all censorship. That is going to bring desired results more speedily and effectively than any governmental or other censorship that could be exercised. That is going to force advertisers to make their commercials as entertaining as their entertainment. That is going to make broadcasting a much more effective advertising medium than it ever has been.

ONE of the questions that every broadcast advertiser asks is, "How can I merchandise my program to my distributors and retailers?" Probably at least three-fourths of your answer is in selection of the time of broadcast. We are all human beings and what we hear we think everybody else hears. Now suppose you have a program for the purpose of interesting women in your product. One very effective time to reach women through a radio program is in the morning. But you want your merchants to know what you are doing. Then the best time to put your program on is in the evening when these same merchants, as well as the women,

August, 1932



Face to face
with listeners - -
on equal terms!

"As friends should ever be"

IN a recent issue, "Radio Guide", in reviewing the booklet "Behind the Scenes at WLS", says: "On the other side of the ledger we have entered the little pamphlet entitled 'Behind the Scenes at WLS'. Every page seems to breathe the spirit of WLS, that informal, cheery, 'make yourself at home' spirit that has made the station so popular in the middle west. It seems that everything that comes from WLS is characteristic of the station. And the reason is this: the personnel of WLS, from the owner down to the publicity director, are just 'folks'. They're not trying to reform their listeners; they have no brief with the world as it is; they're not high-brow; they have no purpose except to entertain and to instruct only when instruction is wanted. WLS never finds it necessary to come down to its audience, nor does it seek to lift its audience to a higher plane. The station and its listeners stand face to face, on equal terms, as friends should ever be."

This sincere tribute portrays better than anything we could say the character of WLS and the program standards we are endeavoring to maintain. We feel it explains, in part, our vast listening audience and their ready response to WLS advertisers.

WLS The Prairie
Farmer Station

Burridge D. Butler, President Glenn Snyder, Manager

Main Studios and Office:
1230 W. Washington Blvd., Chicago, Ill.

50,000 WATTS

870 KILOCYCLES

**50,000
Watts
870
Kilocycles
Clear
Channel**

can hear it. That simple act is a better merchandising idea than trying to tell them about a program they do not hear. It is a most effective kind of dealer merchandising.

There is one point about broadcasting that it is well to remember. When the program is over, the mind of the listener is diverted by another program. After the evening's programs, everybody must sleep before the stores open for another day of business. This period of relaxation and forgetfulness intervenes between the time of the program and the time of purchase—even if the purchase is made the next day.

I know of no medium of advertising where a reminder is so important at the point of purchase as in broadcasting—a window or counter display that recalls the ear impression by an eye impression. Broadcasting programs have a deep emotional appeal which, if properly recalled and diverted, places in the salesman's hands something more powerful than either fact or reason.

* * * * *

Mr. Angus concluded his address by citing the experience of Oliver Agdesteen, operator of the drug store in the Merchandise Mart, Chicago, where the NBC studios are located. His lunch counter and fountain attracted thousands of customers daily, but the drug and cosmetic counters did little business. A visit to a radio show made Mr. Agdesteen realize the interest the public has in pictures of the radio stars it hears but does not see, and he resolved to cash in on that interest. He built two miniature radio towers, from which flashed the names of radio-advertised products, con-

nected by an antenna carrying the words "On the Air over NBC," and beneath them be displayed the articles together with pictures of the artists on their programs. The display was a huge success, both attracting attention and making sales. (The complete story of Mr. Agdesteen's experiment was published in the April, 1931, issue of BROADCAST ADVERTISING.)

New Frequency Regulation Increases Service Area

ADVERTISERS using radio are getting more for their money than ever before, as a result of the strict frequency-maintenance regulation that went into effect June 22, limiting stations to a 50-cycle deviation in place of the 500-cycle deviation formerly permitted.

Engineers of the Commission, after preliminary tests of the effectiveness of the new ruling, have determined that the service area of most stations has been substantially increased, and that objectionable interference has been reduced to a point where it hinders good reception less than ever before. Especially has the new ruling aided small local outlets. Stations of low power found that since all adjacent broadcasters are maintaining their frequencies, programs are being received without interference nearly twice as far in all directions from the transmitter as they were this time last year.

KMOX Appoints Richards

WALTER RICHARDS, formerly of WLS, Chicago, has been appointed program-production manager of KMOX, St. Louis. William West, associated with KMOX since its beginning, is acting director of operations.

Popular Program Returns

CECIL AND SALLY are back on the air over an NBC Pacific Coast chain, sponsored by the Public Food Stores.

Weiss Leaves West Coast to Join WJR

LEO FITZPATRICK, vice-president and general manager of WJR, announced this week the appointment of Lewis Allen Weiss of station KHJ, Los Angeles, as assistant manager and merchandising director of WJR, Detroit, effective August 1. Mr. Weiss, who has been general manager of the Don Lee chain on the Pacific coast, will fill the position left vacant by John F. Patt, now manager of WJR's sister station, WGAR, in Cleveland.

Cogley Heads WLBW

GENE COGLEY has resigned his post as assistant to the managing director of the NAB to become president of the Broadcasters of Pennsylvania, which recently took over station WLBW, at Oil City, Pa., with the intention of moving it to Erie, Pa. Mr. Cogley took over his new duties on July 15.

Columbia Reduces Rates

EFFECTIVE September 1, the Columbia Broadcasting System has announced the following rate reductions: The circuit charge for hooking up the Don Lee Network with the Columbia Basic Network (\$250 a program, nights; \$125 a program, days) will be eliminated. The rates on Denver and Salt Lake City will be reduced from a base of \$250 to \$190 an hour evening time. The quarter-hour rates on stations of the South Atlantic Group have also been reduced.

More Radios on Pennsylvania Farms

NEARLY one-third of the farms in Pennsylvania have radios, says the Pennsylvania Department of Agriculture, which estimates that 55,330 of the approximate 172,500 farms in the state are so equipped.

WSPD

Toledo—Ohio

1000 Watts—1340 Kilocycles

**30 Leading Advertisers
Join WSPD in Huge
Civic Program**

**Dealer Tie-Up for
Buckeye Brewery
Results in Huge
Order Increase**

WWVA

Wheeling—West Virginia

5000 Watts—1160 Kilocycles

**New Transmitter Now
in Operation Gives
WWVA Greater
Coverage**

**Mail Response Shows
Bigger Listening
Audience Than
Ever Before**

Travel Club Proves Successful Feature of Detroit Station

A FREE trip to Europe has just been awarded a Detroit woman as a prize for writing the best essay in the contest conducted by the "Travel Club" of station WXYZ, Detroit. This contest was the third of a series conducted by WXYZ in cooperation with the station's travel counsel, the Kirby Travel Bureau of Detroit.

Early this year the Kunsky-Trendle Broadcasting Corporation, which owns and operates station WXYZ, instituted a contest which ran for two months and offered a free trip to Bermuda as a prize for the best essay on the advantages of such a trip. Entries poured in by mail, inquiries kept telephones busy at the travel bureau and the radio station, and an average of thirty people each day stopped at the counter of the travel bureau to make personal inquiries about the trip and the contest. About 1,500 essays were placed in the hands of the judges when the contest closed.

A second contest, lasting two weeks, was held in May with a trip to Montreal over Memorial Day as the prize. In spite of the shorter duration of this contest over two hundred essays were received. The subject this time was "What I Would See on a Trip to Montreal."

Last week the contest for the free European trip was brought to a close. This contest, based on the writing of a one-page essay on "The Advantages of a Summer Trip to Europe," lasted three weeks and brought in over five hundred entries.

The fundamentals of each of the three contests have been the same. The prize-winning essay has not been restricted to any definite number of words but has been limited in length to one page, written on one side of the paper. The judges were leaders in Detroit education, civic affairs, newspapers, or business.

The contests were announced only over the air. No printed information about them was issued, and the radio announcements, which were handled just like any other commercial announcements, were broadcast three or four times a week.

Station WXYZ feels certain that the contests build listener interest. The Kirby Travel Bureau feels that the contests develop the public's interest in travel. The number of entries in the contests and the number of tours sold by the travel bureau through inquiries aroused by the contest would seem to prove that they are both right.

Lake Steamers to Advertise

THE Wisconsin and Michigan Transportation Company, Milwaukee, operating steamers across Lake Michigan between Milwaukee and Muskegon and Grand Haven, Michigan, has appointed Klau-Van Pietersom-Dunlap Associates, Inc., to direct its advertising account. Newspaper, outdoor and radio advertising are being used.

August, 1932

Merge Government Radio Forces

THE radio division of the Department of Commerce has been abolished and its functions transferred to a new division of field operation under the direction of the Federal Radio Commission. W. D. Terrell, head of the abolished department, will also head this new branch of the Commission's activities. This is one of a number of such consolidations of government departments in the interests of economy.

Marsh Leaves Radio Publicity

C. H. MARSH has severed his connection with the Radio Publicity Company, of Chicago.

Gannon Heads A.A.A.A. Radio Committee

CHARLES F. GANNON, director of the radio department of Erwin, Wasey & Co., Inc., New York, has been appointed chairman of the committee on radio broadcasting of the American Association of Advertising Agencies. He succeeds Howard Angus of Batten, Barton, Durstine & Osborn, Inc., who will remain as member of the committee.

Names Joseph D. Roberts

THE Joseph D. Roberts Co., Seattle, is handling the broadcast advertising of the Enterprise Sales Representatives & Distributors of Vancouver, B. C.

EXPLODING THE THEORY OF One Station Coverage in New England » »

OVER twelve thousand telephone interviews with radio listeners in Metropolitan Boston have been made to test the claim that radio coverage in New England can be obtained with one or two stations.

We had no faith in this claim. Now we know there is nothing to it.

The telephone test, conducted by Walter Mann & Staff, nationally known market research specialists, was made between the hours of 9 A.M. and 10 P.M. daily for one week.

Of 12,404 persons interviewed, not one, at the time the call was made, was listening to a station located outside Metropolitan Boston.

Proof that results are not a question of station power but of listener preference.

Proof that the New England audience listens to local stations practically all the time and that local stations are absolutely essential in order to obtain complete coverage.

Yankee Network's 8 stations provide the most complete and adequate coverage in New England—assuring an audience in 27 of the 30 major wholesale markets.

N.B. Naturally, WNAC proved the most popular station in Boston. The final figures will be given in our next advertisement in this publication.

SHEPARD BROADCASTING SERVICE, Inc., BOSTON

Business Office—One Winter Place

Exclusive National Sales Representative—SCOTT HOWE BOWEN, Inc.
New York—Chicago—Detroit—Kansas City—San Francisco—Omaha



RADIO IS EVOLVING ITS OWN TECHNIQUE

(Continued from page 10.)

There are a few radio programs like that, but even some of those seem to fall in the category of the good picture with the discordant frame. There is something incongruous about a well-produced and extremely interesting program the effect—and over-all entertainment value—of which is lessened by the cold discord of extravagant statements.

I am going to add right here my belief that many things will be possible in radio that have heretofore been held to be bad taste, because a nice, pleasant or interesting way of doing them has not been found. For instance, the major networks thus far have kept away from the mention of prices, but I am not so sure but that in many cases the price could be very interesting indeed, particularly to the smart and thrifty housewife whose attention has been drawn to a product as something contributing to her welfare, convenience, or happiness. It is all a matter of good taste and interest.

Is not the answer to a better and mutually more profitable radio technique, after all, relatively simple? All advertisers have elements of great interest both in the conduct of their business and the development of their products, to say nothing of the pleasure, comfort, or convenience which their products are supposed to provide. All such

things can be made into most interesting, pleasant, and certainly effective radio material. That will be taking full advantage of the opportunities and possibilities of those differences between broadcasting and other media.

I am, therefore, going to urge that all commercial credits be checked against this list of most essential requirements:

1. If straight commercial announcements are used, do they give the listener some interesting and worthwhile information about the product?
2. Do they tell the story in a pleasant manner?
3. Are they positive, or do they have a tendency to belittle a competitor's story?
4. Do they ring absolutely true?
5. If a salesman were actually calling on the listeners personally would the same story be used in the same way?
6. Are they sufficiently untechnical so that the layman understands and is interested?
7. Are they in good taste? Human nature does not like to hear or discuss disagreeable things unless compelled to.
8. Does the commercial part of the program harmonize in spirit and tone with the rest of the program?
9. Is the result of the foregoing checking a program, or a program with commercial credits? It should be a program full of entertainment and interest from first to last.

So let us all strive for the acme of program perfection that will cause people to stay at home and listen with undivided attention. If we will follow that thought religiously and cease to yield to the ever-present temptation to force a certain discord on an unsuspecting (or should I say suspecting?) public,

not only will attacks upon the method of using this powerful new force cease, but the public response will be enthusiastic and the results obtained by the advertisers who sustain it, will be proportionately that much greater. Then everyone will receive full value from broadcasting.

World's Largest Building on Air

SAID to be the first building to use a regular weekly radio program to advertise its advantages, The Merchandise Mart, Chicago, will sponsor the Merchandise Mart Revue, beginning August 2. The programs will be broadcast over WENR from the NBC studios on top of the building and will feature a variety of NBC stars. Approximately 400 merchants will witness each of the programs from the studio, as guests of the wholesale firms in the building, which is the world's largest.

Vets May Use Radio Nationally

POSSIBILITY of a nation-wide broadcast campaign to aid the sale of "Buddy" poppies next spring is seen as a result of the success obtained from radio this year on the Pacific Coast. The program was "The Unknown Soldier Comes to Our Town," written and produced by Walter Mair, who also acted the leading role.

At the National Encampment of the Veterans of Foreign Wars, to be held this month at Sacramento, Calif., Barney Yanofsky, chairman of the publicity committee, will recommend that this same program be broadcast nationally next year. Whether one of the chains or transcriptions will be used will also be decided at this meeting. Mr. Mair, who served on the "Stars and Stripes" during the war, is the author of "Came the Dawn" in this issue.

The TESTED SPOT for TEST PROGRAMS

THE MIDDLE-WEST'S OUTSTANDING BROADCASTING STATION

KMBC

A KEY STATION OF COLUMBIA BROADCASTING SYSTEM.

MODERNIZED

To give the Advertiser **MAXIMUM COVERAGE**, from New Western Electric Dynamic Microphones to the Newest Accomplishment of the Bell Laboratories in Broadcast Transmitters, **KMBC Equipment is Modernized.**

To give the Advertiser **MAXIMUM CIRCULATION**, from Creation and Production of Programs to the Effective Merchandising Thereof, **KMBC is Departmentally Modernized.**

KMBC of KANSAS CITY

End Copyright Negotiations

THE attempts of the American Society of Composers, Authors and Publishers and the National Association of Broadcasters to reach an agreement on the proper license fee for the broadcasting of copyrighted music have apparently failed, for the Society has announced its intention to deal with each station individually "upon such terms as may be mutually agreed upon in each individual case."

E. C. Mills, general manager of the society, notified the N. A. B. copyright committee of their decision. He wrote, in part:

"With reference to the negotiations between our respective committees, which have been in progress since yours of April 18th, and our action taken on July 12th to accept the proposal made by your committee at the joint meeting of that date, which proposal was on July 21st submitted to and rejected by your board of directors, and with further reference to the proposal then presented by your committee as authorized by your board at its said meeting, I am now obliged to advise you that the latter proposal is not accepted.

"It is our feeling now that the respective committees have, without success, done their utmost to accomplish a mutually satisfactory adjustment of differences, and in view of the fact that your committee must of necessity depend upon the individual sanction of a great many broadcasters who are not members of the National Association of Broadcasters as well as those who are members, of any plan or formula which your committee might approve, whereas our committee is vested with authority to definitely commit the members of this society, it is apparent that no purpose can be served by further conferences.

"In these circumstances we desire now to advise you of our intention to proceed within the next few days to the making of the license of the Society available to broadcasters individually upon such terms as may be mutually agreed upon in each individual case."

WMAS to Join Yankee Net

RADIO station WMAS, now under construction at Springfield, Mass., will become associated with the Yankee Network when it goes on the air, probably about September 1. The new station, owned and operated by A. S. Moffat of Watertown, will use 100 watts power on a frequency of 1420 kilocycles and will operate full time. WMAS will be the eleventh station of the Yankee Network, making this regional chain's programs available to the western part of Massachusetts.

Butcher Leaves Columbia

JESSE S. BUTCHER has resigned as director of public relations of the Columbia Broadcasting System. Paul W. White, news editor of the network for the past year and a half, has been appointed publicity director.

August, 1932

Chain Store Sponsors

E. T. Series

BOB ROBERTS and Associates, radio advertising agency in San Francisco, is handling the broadcasting of the J. C. Penny Company's Coast stores. The program for this organization is "The Gossipers," a transcription series.

CBS Mail Increases

LETTERS written by listeners to Columbia's New York outlet during the year ending on July 1, 1932, totaled 3,316,025. This tremendous increase over the previous year's mail of 479,942 letters is credited by CBS to greater audience interest in radio personalities.

KFAC-KFVD Appointments

THE Los Angeles Broadcasting Company operators of stations KFAC and KFVD, have appointed Lyndell L. Young as general manager and Calvin A. Smith as head of the technical department, succeeding J. W. Swallow and Marvyn S. Adams, resigned. The headquarters of KFVD have been moved from Culver City, Calif., and combined with those of KFAC in Los Angeles.

Tyson Manages Don Lee Net

THE Don Lee Broadcasting System, with headquarters in Los Angeles, has appointed Leo B. Tyson as general manager, succeeding Lewis A. Weiss, who resigned to join WJR, Detroit.

Good Neighbors

Bid You
Welcome
at



Pittsburgh's
Favorite
Radio Station

Affiliated with Pittsburgh Sun-Telegraph

LOCAL PROGRAM SPONSORS

H. J. Heinz Co.
Beechnut Packing Co.
General Mills
Atlantic Refining Co.
Braun Baking Co.
Saegertown Beverages
Chevrolet Motors
Frank & Seder
Gimbel Brothers
Joseph Horne Co.
Fintex Clothes
Lewin-Neiman Co.
American Fruit Growers
G. C. Murphy Co.
Great A. & P. Tea Co.
Edna Wallace Hopper

NATIONAL PROGRAM SPONSORS

Metropolitan Life Ins. Co.
Great A. & P. Tea Co.
Firestone Tire & Rubber Co.
Pepsodent Co.
William Wrigley, Jr., Co.
American Tobacco Co.
General Electric Co.
Quaker Oats Co.
The Texas Co.
Sherwin-Williams Co.
Vacuum Oil Co.
General Motors Co.
Oakland Motor Car Co.
Goodyear Tire & Rubber Co.
Cities Service Co.
General Foods, Inc.



Primary Coverage Population, 3,618,629.

Population within 10 Miles of Transmitter, 1,240,235.

Fifty-five percent of families own radio sets.

1 Kw.—1220 Kcs.—100% Modulation.

Field Intensity Tests WITHIN CITY show WCAE strongest signal.

Government Publishes Final Bulletin on Broadcast Advertising Abroad

RADIO broadcasting in Asia, Africa, Australia and Oceania is, with few exceptions, under direct governmental control, and regulations are in effect for most countries. The tax or license fee for receiver-set ownership is in general practice.

"While several countries have made considerable progress in radio development, commercial broadcasting is not generally favored. Of the countries permitting such advertising, only Australia and the Union of South Africa are making noticeable progress, and these have profited by the interest of their Governments in promoting broadcasting. China has been retarded by the Government's attitude, but efforts are being made toward a better relation between radio interests and the Government. Activities at this time are at a minimum, owing to unsettled conditions. Although radio has been limited in Egypt by the Government's failure to provide regulations for broadcasting, it has proved very popular."

The above quotation is a fair summary of the information contained in Broadcast Advertising in Asia, Africa, Australia and Oceania (Trade Information Bulletin No. 799, compiled by the U. S. Department of Commerce. Copies are available from the Government Printing Office. The price is 10 cents). This is the third and final bulletin on broadcast advertising in foreign lands to be published. The first (T. I. Bulletin No. 771) dealt with Latin America; the second (T. I. Bulletin No. 787) with Europe.

Country by country these bulletins take up broadcasting conditions as they would affect an American manufacturer wishing to advertise his goods by radio. Number of stations, government

regulations, rates, talent available, language, present advertisers, and present audiences are some of the subjects covered. Any advertiser interested in foreign markets will find these booklets a handy reference of otherwise hard-to-find information.

North Dakota Network

ANORTH DAKOTA network for the handling of political talks has been set up, with WDAY at Fargo serving as the key station. The network, which included on a recent broadcast stations at Bismarck and Minot, has been used by both Democrats and Republicans. Many reservations already have been received for future broadcasts using the three original stations. Arrangements have been made, according to Charles G. Burke, commercial manager of WDAY, for the addition of stations in Grand Forks, Devils Lake, Minot and Mandan when necessary or desired.

Names B. B. D. & O.

THE Ralston Purina Company, St. Louis, has appointed the Chicago office of Batten, Barton, Durstine & Osborn, Inc., to conduct a radio campaign on Ralston wheat cereal.

KOL Promotes Stuart

RADIO station KOL, Seattle, has appointed Ken Stuart as studio manager, succeeding William Sherwood. Stuart was formerly an announcer and had previously been an advertising agency executive.

Batchelor of Broadcasting

BEGINNING in the fall, Oglethorpe University, of Atlanta, Ga., will offer courses in all phases of broadcasting and will award a full Bachelor of Arts degree in this subject. President Thornwell Jacobs in making the announcement said that broadcasting has become a major as well as a permanent profession.

Station Prints Code

TO advertisers in Salt Lake City station KDYL has sent copies of its code of ethics, reading as follows:

1. KDYL will endeavor to prevent the broadcasting of any matter which would be regarded as offensive.
2. KDYL will not allow any dishonest, fraudulent or dangerous person, firm or organization to gain access to the radio audience.
3. KDYL will not broadcast matter which is deceptive, obscene, false or grossly exaggerated.
4. KDYL will not allow the broadcasting of any statement derogatory to individuals or to organizations.

NBC Advances Pratt

TO make its Chicago setup correspond to that in New York, NBC has made B. K. Pratt director of public relations in Chicago. Al Williamson remains manager of the Chicago press department.

Eliminates Announcers' Names

REASONING that the public is interested in the programs, not the announcers, the officials of WOR, Newark, have eliminated the closing announcements that "this program was announced by ———." Henceforth announcers at that station will sign off with a three-letter call word.

Sidman Joins Columbia Pictures

ROBERT SIDMAN, formerly a freelance radio consultant and at one time connected with the New York office of National Radio Advertising, has joined the radio staff of Columbia Pictures Corporation in New York.

W D R C

*Facts About the City of Hartford in Banking, Trade, and Insurance

Eleven Discount Banks; Four Mutual Savings Banks.
Bank Debits (Individual Accounts), 1931, \$2,107,027,570.
Bank Clearings, 1931, \$589,289,696.
Total Bank Deposits (Commercial), December 31, 1931, \$115,726,000.
Total Bank Resources, December 31, 1931, \$286,482,849.
Total Savings Deposits, December 31, 1931, \$11,298,337.
Trading Center for More than 500,000 People.
6 Resident Members of the New York Stock Exchange.
Approximately 282 jobbers and wholesalers; 2,353 retailers and 20,151 store employees.

Estimated that 75,000 people visit Hartford every working day for business or social reasons.
Estimated retail sales, \$134,702,275, (1930 Census.)
Five millions in imports pass through Hartford port annually.
Home Offices of More than Forty Insurance Companies.
Total Assets, 1931, \$2,149,437,670.
Premium Income, 1931, \$569,917,821.
Approximately 20,000 Employees; Annual Payroll about \$25,000,000.

*Courtesy Hartford Chamber of Commerce.

HARTFORD, CONNECTICUT

New CBS Accounts

THE following new advertising programs have been announced by Columbia:

"Unsung Heroes," sponsored by the Wilkening Manufacturing Company, Philadelphia, makers of piston rings. A quarter-hour musical and dramatic program, beginning August 15. Handled by Behel & Waldie, Chicago.

"Happy-Go-Lucky Hour," sponsored by Swift & Co., Chicago, to advertise Formay, over the Don Lee Network, for 15 minutes each Tuesday and Thursday. The agency is J. Walter Thompson Company, Chicago.

A dramatic series, probably "Fu Manchu," sponsored by the Campana Corp., Batavia, Ill., makers of Campana's Italian Balm. Half-hour Monday evening programs, beginning Sept. 26. McCann-Erickson, Inc., Chicago, is the agency.

The Martin-Senour Co., Chicago, paint manufacturers, will sponsor a Sunday afternoon series beginning Sept. 4. Behel & Waldie, Chicago, is the agency.

"Magic Piano Twins" will be heard each Friday morning, beginning Sept. 9, sponsored by the Miracul Wax Co. of St. Louis. The account is handled by the Anfenger Advertising Agency, also of St. Louis.

Angelo Patri's twice-weekly talks for parents, sponsored by the Cream of Wheat Corp., Minneapolis, will be resumed on Sept. 7, and the tri-weekly "Easy Aces" sketches, sponsored by the Lavis Chemical Co., Minneapolis, on Sept. 26. J. Walter Thompson, Chicago, is the agency for Cream of Wheat. Blackett-Sample-Hummert, Chicago, directs the Lavis account.

Canning Company Sponsors Contest

THE Buchignani Canning Company of Memphis, makers and distributors of Buckie's Italian food products, have recently launched a series of 15-minute daily programs on WNBR, Memphis. The series is following a contest plot whereby the sponsor is giving the responding listeners 3,000 cans of Buckie's Italian-style spaghetti absolutely free. An intensive advertising campaign is being planned to begin about September 15.

Alcohol on Air

THE U. S. Industrial Alcohol Co., New York, will go on an NBC network Oct. 23, with a new series advertising Pyrol, radio alcohol. J. Walter Thompson Co., New York, is the agency.

Will Howell with Philip O. Palmer Company

WILL HOWELL, who for many years operated his own advertising agency, has joined Philip O. Palmer Company, 520 N. Michigan avenue, Chicago. Mr. Howell is in charge of market and dealer development, paying special attention to co-operation between manufacturer, retailer and consumer.

NBC New England Stations Form New Regional Chain

BLANKET coverage of New England is now possible by means of a new regional network that has been formed by the five New England stations that are members of NBC's red network. The stations forming this new group are as follows: WTIC, Hartford, Conn., 50,000 watts; WEEL, Boston, 1,000 watts; WCSH, Portland, Me., 1,000 watts night, 2,500 watts day; WTAG, Worcester, Mass., 500 watts; WJAR, Providence, R. I., 500 watts—a combined power of 53,000 watts.

All the stations have been in operation long enough to be listed among the pioneers. WJAR was the first station to be associated with WEAJ when the A. T. & T. Co. began to experiment with chain broadcasting. WEEL was the next station to add itself to the original hook-up. WCSH, WTAG and WTIC were added not long afterward. Now the five pioneers are forming a network of their own. However, they will retain their membership in NBC's red.

More and more advertisers are perceiving the value of the regional network idea. It allows concentrated effort, does away with waste circulation, and provides the people in one part of the country with the kind of program they like to hear. In many instances national campaigns have not been as successful as they might be because of the fact that what pleases Mr. and Mrs. Kentucky and Missouri may fail utterly to interest Mr. and Mrs. Maine and Massachusetts, and vice versa.

The New England Network key stations will be Hartford's WTIC and Boston's WEEL.

Marie Neff Dies

MARIE K. NEFF, a real radio veteran although only 31 years old, died July 25 at the Illinois Masonic Hospital, Chicago, after a cerebral hemorrhage suffered at her desk at the NBC offices in Chicago.

Starting in radio in 1923 at KDKA, where she originated the first home economics program on the air, Miss Neff came to Chicago in 1927 as secretary to Frank Mullen when he opened the NBC offices there. For the past two years she had been a member of the press department in charge of program schedules.

Appoints Young & Rubicam

THE Packard Motor Car Company, Detroit, has appointed Young & Rubicam, Inc., New York, to handle its advertising, effective July 15, 1932.

Syndicates Radio Scripts

A NEW radio syndicate, "Fontenelle Features," has been formed in Omaha under the management of B. A. Fenner, assisted by C. F. Williams, both experienced writers. All forms of radio continuities are handled, and each script is "tested" by being produced over at least one station before it is put into circulation.

Commission O.K.'s New Station

THE Federal Radio Commission has granted a construction permit for a new radio station to A. V. Tidmore, Hagerstown, Md. The station will operate daytime, with 100 watts power, on the 1210 kilocycle channel. Other Commission action during July gave KGBX, St. Joseph, Mo., permission to move the station to Springfield, Mo.; granted a daytime power increase from 100 to 250 watts to WWSW, Pittsburgh; authorized KFPW, Fort Smith, Ark., to change its frequency from 1340 to 1210 kilocycles, its power from 50 to 100 watts, and its time from daytime to unlimited; issued a construction permit to KMJ, Fresno, Calif., to change its frequency from 1210 to 580 kilocycles, and its power from 100 to 500 watts, unlimited time; and granted temporary authority to WDBO, Orlando, Fla., to use the 580 kilocycle channel instead of 1210 kilocycles.

New Hecker H-O Program

"THE H-O Rangers," a juvenile program broadcast in the late afternoons, will go on the air three times a week over two Columbia hook-ups, beginning Sept. 26, sponsored by the Hecker H-O Company, Inc., Buffalo, N. Y., cereal manufacturer. One chain will include New England and as far west as Cleveland; the other will cover the Pacific Coast. Two casts will be used.

HARVESTING ?

Are you harvesting Profits this year? Well—

WDAY

advertisers are.

From the prosperous Red River Valley of the North dollars are flowing to the pockets of WDAY advertisers in a regular fall harvest.

Why not harvest a few for yourself? Use WDAY!

WDAY, Inc.

An NBC Associate
FARGO, N. D.

940 kc.

1000 watts

WTMJ Appoints Free & Sleining

WALTER J. DAMM, promotion manager of the Milwaukee Journal, announces the appointment of Free & Sleining, Inc., as Chicago branch office representatives of radio station WTMJ, effective August 1.

Complete program schedules, available time, data on programs, etc., will be available to agencies and advertisers through the office of Free & Sleining. Headquarters are at 180 N. Michigan Ave., Chicago.

Regular contact will be maintained with agencies and advertisers in Chicago, and also in the entire Middle West territory. This does not affect WTMJ's relationship with the general representatives.

The appointment of Free & Sleining by WCAE, Pittsburgh, was made July 1, too late for announcement in the July issue. The other stations represented by the company are WGR, WKBW, WGAR, WOC-WHO, WJR, WBAP and WMCA.

WCCO's 50 K.W. Transmitter Nearly Complete

THE new 50 kilowatt transmitter of WCCO, now being built at Anoka, 18 miles northwest of Minneapolis, is rapidly approaching completion and it is expected that regular service with the increased power will begin within a few weeks.

Station Starts Paper

IF a newspaper can start a radio station, why not—? Anyway, station KRVG at Harlingen, Texas, has launched an 8-page, tabloid newspaper, delivered each week to 15,186 families in the Lower Rio Grande Valley. The first issues consist of a page of local news, a page of station news and programs, and six pages of advertising.

Ore to Manage WWVA

LEIGH E. ORE, formerly manager of WLBW, Oil City, and commercial manager of WJSV, Washington, D. C., and later advertising



L. E. Ore

manager of *National Broadcast Reporter*, has been appointed general manager of WWVA, Wheeling. This station has recently relocated its transmitter on a specially selected site near West Liberty, W. Va., and with the added coverage afforded by the change this station is engaged in an expansion program.

The personnel of WWVA has been increased to include many additional experienced radio people. George W. Smith, who formerly conducted his own advertising agency, is in charge of merchandising and research work. Howard Donahoe, formerly of WAIU and WTAM, is program director. G. Colby Blackwell, formerly assistant secretary, Federal Radio Commission, has recently joined the commercial staff of the station. William Robinson, until recently with WCKY, Covington, and WLW, Cincinnati, is now in charge of continuity; while Paul J. Miller, formerly manager of KQV, Pittsburgh, is in charge of production and promotional work.

WWVA is owned and operated by the West Virginia Broadcasting Corporation.

Maltex Names Croot

RADIO, newspapers and posters will be used to advertise Maltex cereal, product of Malted Cereals Company of Burlington, Vt. Samuel C. Croot, New York agency, has been appointed to handle the account.

Post Office Uses KMOX

TO inform the public about its various services the Parcel Post Division of the St. Louis Post Office is sponsoring a series of broadcasts over KMOX, St. Louis. A. J. Michener, St. Louis postmaster, will be the speaker in this series, the first such broadcasts to be authorized by the government. The Post Office is exploiting the programs with large placards reading "Tune in KMOX Tuesdays, 8:30 to 9 p. m., for the Educational Programs sponsored by the Post Office." These signs are carried on all mail delivery trucks and are displayed in all post office branches in and around St. Louis.

Cigar Series on NBC

ON July 30 the Porto Rican-American Tobacco Co., Newark, N. J., inaugurated its new "El Toro Week-End Revue" series over NBC, advertising the sponsor's El Toro cigar. The program, broadcast each Saturday, is directed by the Federal Advertising Agency, New York.

General Saltzman Resigns

GEN. CHARLES McK. SALTZMAN has resigned as chairman of the Federal Radio Commission due to ill health. No successor has been appointed as yet. Gen. Saltzman was appointed as Commissioner from the fourth zone by President Hoover in May, 1929, and was unanimously voted chairman on February 28, 1930.

Among those whose names have been submitted to the President are James W. Baldwin, secretary of the commission; Harold D. Hayes, radio supervisor in Chicago; William S. Hedges, president of WMAQ, Inc., Chicago; Robert D. Heinl, Washington radio writer, a native of Indiana; Harry Shaw, owner of WMT at Waterloo, Ia., and president of the National Association of Broadcasters, and O. S. Spillman, former attorney-general of Nebraska.

THE COUNTRY IS SAVED AGAIN



Kansas has just harvested another great wheat crop—we can eat » Both the Democrats and Republicans have nominated sure-fire winners—all is well » And regardless of how the election goes, Kansans will continue to have money to spend for what they hear about and want.

The quickest, most effective way to reach this great audience is via KFH » The cost ? Only \$.0014 per family (one time rate) in our primary area » KFH service includes merchandising, sales surveys and enthusiastic support to your campaign.

KFH WICHITA
KANSAS

CHICAGO REPRESENTATIVE
WILLIAM G. RAMBEAU, 360 N. MICHIGAN AVE.

New Accounts on the Air

The Principal New Accounts of Radio Stations Except for Chain and Strictly Local Programs

(Where no address is given, advertiser is located in same city as station)

ARIZONA
KTAR—Phoenix
 Allison Steel Mfg. Co.
 Southwestern Mfg. & Supply Co.
 California Consolidated Water Co., Los Angeles.

ARKANSAS
KTHS—Hot Springs
 Ball Brothers, Muncie, Ind. (Fruit Jars).

FLORIDA
WFLA—Clearwater
 Nehi, Inc., Columbus, Ga. (Soft Drink).
 Hotel Association of Florida, Tampa, Fla.

ILLINOIS
WBBM—Chicago
 H. Fendrich, Inc.; Evansville, Ind. (Charles Denby Cigars).
 Princess Pat, Ltd., Chicago (Toilet Preparations).

WLS—Chicago
 Princess Pat, Ltd., Chicago (Toilet Preparations).

WMAQ—Chicago
 Illinois Traveling Men's Health Ass'n. Chicago (Insurance).
 Illinois Commercial Men's Ass'n, Chicago (Insurance).

C. H. Berry Co., Chicago (Kremola).

MARYLAND
WFBR—Baltimore
 "Modern Living," New York (Health Magazine).
 Shell Oil Co., San Francisco.

MONTANA
KGIR—Butte
 General Mills, Inc., Minneapolis, Minn. (Cereal Wheaties).

NEBRASKA
WOW—Omaha
 Standard Briquette Fuel Co., Kansas City, Mo.

NORTH DAKOTA
WDAY—Fargo
 Protex Sales Corp. (Sanitary Pads).
 Armour & Co., Chicago (Local Branch) (Produce).

Universal Distributing Co., St. Louis, Mo. (Deborah Products).

OHIO
WLW—Cincinnati
 Procter & Gamble Co. (Oxydol).

PENNSYLVANIA
WCAU—Philadelphia
 Greyhound Management Co., Cleveland (Bus Transportation).
 Hygrade Sylvania Corp., Emporium, Pa., & Salem, Mass. (Radio Tubes).

WIP—WFAN—Philadelphia
 California Animal Products Co., Oakland, Cal. ("Calo" Dog Food).
 Birdseye Packing Co., Boston, Mass.

Universal Distributing Co., St. Louis, Mo. (Cosmetics).
 Hercules Powder Co., Wilmington, Del. (Explosives).

Raladam Co., Detroit, Mich. (Marmola Reducing Tablets).
 Auburn Automobile Co., Auburn, Ind.

WCAE—Pittsburgh
 Lutz & Schramm Co. (Canned Goods).
 General Mills, Inc., Minneapolis, Minn. (Wheaties).
 Beechnut Packing Co., Canajoharie, N. Y.

TENNESSEE
WDD—Chattanooga
 Bayer Co., New York (Aspirin).

TEXAS
KPRC—Houston
 Moore Bros., Houston & Dallas (Brake Service).

Pittsburgh Plate Glass Co., Pittsburgh, Pa.
 The Borden Sales Co., New York (Malted Milk Bread).
 W. & J. Sloane Co., New York (Masland Rugs).

Florsheim Shoe Co., Chicago (Local branch).

KTLC—Houston
 Gardner Nursery, Osage, Iowa (Plants).
 Magnolia Coffee Co.
 Florsheim Shoe Co., Chicago (Local branch).

KTSA—San Antonio
 Bayer Co., New York (Aspirin).
 D. D. D. Corporation, Batavia, Ill. (Skin Lotion).
 W. & J. Sloane Co., New York (Masland Rugs).

UTAH
KDYL—Salt Lake
 Blue Moon Cheese Co., Minneapolis, Minn. (Blue Moon Spread).
 Duncan Co., Chicago (Yo-Yo Tops).
 Westinghouse Elec. & Mfg. Co., East Pittsburgh, Pa. (Electrical Appliances) (Local branch).

VIRGINIA
WRVA—Richmond
 Bayer Co., Inc., New York (Aspirin).

WISCONSIN
WHBL—Sheboygan
 The New Bismarck Hotel, Chicago.
 Sheboygan Baking Co. (Old Settlers' Bread).

EXPERIMENTS IN AUDIENCE MEMORY

(Continued from page 4.)

us. Obviously we have no way of knowing how many errors in address were of real significance, that is, so erroneous that they were not received.

All of those who participated in the second experiment had also participated in the first one. Yet, although mention was made of the errors on the first envelopes and the listeners were asked particularly to be careful, 23 of the 149 persons replying omitted the distinguishing insignia of the game test which they were particularly asked to put on the envelope, and 28 more gave a wrong designation.

Elliott Wins Nomination

DR. FRANK W. ELLIOTT, formerly manager of WHO-WOC, has won the republican nomination for congressman from the Davenport, Iowa, district.

Ford Billings Joins KSTP

A REORGANIZATION of the sales department of radio station KSTP



Ford Billings

has just been announced by Stanley E. Hubbard, vice-president and general manager. Ford Billings, formerly of WLW, has been appointed sales manager, effective Aug. 1. Edward P. Shurick has been promoted to manager of the Minneapolis division. M. E. Breen has been appointed Eastern representative, and Eastern offices have been opened at 420 Lexington avenue, New York City.

Bishop to Manage KVOR

FRANK BISHOP, for the last three years associated with station KFEL, in Denver, has resigned to become manager of station KVOR, operated by the Reynolds Radio Company, Inc., of Colorado Springs.

KFBI Opens Abilene Studio

RADIO station KFBI, Milford, Kans., last month celebrated the opening of a new \$25,000 studio at Abilene, Kans.

There are six radio stations in

NEW ORLEANS

But,
only one LEADER

?

WDSU

Write

J. H. UHALT . . . Hotel De Soto

PRINTED ENVELOPES

6 1/4 White
 Perfect Job. Quick Service
 1M, \$2
 10M, \$1.60 per M; 50M, \$1.25 per M

\$20 Bond 8 1/2 x 11 Letterheads,
 \$2.40 per M in 5M Lots

Don't miss this opportunity to save money and overcome Old Man Depression. Address

DAVID NICHOLS CO.

Kingston . . . Georgia

This 'n' That

THOSE individuals who seriously protest against commercial broadcasting because "90 per cent of the programs are advertising something" have always had us puzzled. In spite of the fact that the Federal Radio Commission found only 36 per cent of the time occupied by sponsored programs (and that was in November, a good month) these critics really believe what they say. Then, suddenly, we realized that the reason they think of radio programs as practically all commercial is because they, like all the rest of us, tune in little but commercial programs. Seated at our radios we turn on Ed Wynn, or the Boswell Sisters, or the Mills Brothers, or some program that we know we will enjoy because we have heard it before, a program that some advertiser has carefully built for our enjoyment so that we will also hear his advertising talk. Only rarely do we tune in an unknown, unpublished, sustaining show which may or may not be good. And so it is with the critics, who illogically listen only to commercial periods and then criticize radio because it is too commercial.

PROOF that most people listen most to sponsored programs (if any proof is needed) is furnished by every radio popularity contest. The most popular stars are almost without exception featured on commercial programs. For example, the winners of the recent *New York Mirror* contest were Myrt and Marge, heroines of Wrigley serial. And close behind them in popularity with the *Mirror's* readers are Ruth Etting, the Boswell Sisters and Norman Broken-shire (all employed by Chesterfield), Harry Richman (Chase and Sanborn) and Fleischmann's Rudy Vallee.

"ENOUGH power is sent into the air daily by NBC network stations to lift the Empire State Building 65 feet off the ground," says an NBC publicity release. And Ev Plummer impiously wants to know how much power in NBC broadcasts would be necessary to fill said building with tenants.

HERE'S a tip to sponsors. If you want to know how your program is received, visit the studio while it's being broadcast and watch, not the show, but the audience in the studio. We watched a crowd of spectators which the Sinclair Minstrels the other night. During the entertainment, which was splendid, they were all attention. During the long, technical announcements they twisted, squirmed and mopped brows, acutely conscious of the heat which had been forgotten while they were being entertained. In the studio, warned to silence, they

could not talk. But even there they did not listen to the commercials.

Now here's a program whose popularity is proved by the fact that spectators are admitted by invitation only, and that invitations are being mailed out now for programs eight weeks ahead, although the studio can accommodate more than 400 visitors. But what good does that do the Sinclair people when their sales talk is not heard? Without claiming any great ability as a seer, we hereby prophesy that either this oil company will make its sales talk more interesting or it will soon go off the air, convinced that radio is a poor sales medium.

IN Portland, Ore., "women would rather listen than talk," says an ad of the *Portland Journal*. A survey conducted for this newspaper by R. L. Polk & Co. showed that 74.06 per cent of Portland families own radios, while only 61.65 per cent of the homes are telephone equipped.

UNHAMPERED by the necessity of proving anything, the study of the Buffalo radio audience, made by Dr. Robert Riegel of the University of Buffalo and published by WBEN, does an excellent job and deserves a place in the files of every advertiser or agency interested in the Buffalo market. Except for a single page of description, the book consists entirely of graphs, showing the proportion of listeners at various times and classifying them by sex and income groups.

Noteworthy are these facts: That Buffalo listeners, on the average are at their sets 4.9 hours weekdays, 4.8 hours on Saturdays, and 5.9 hours on Sundays. That women listeners predominate all day and evening, but men are in the majority after 11 p. m. And that income has little effect on listening habits, save that the wealthiest class tends to listen slightly less than the other groups.

WITH the aid of recording and reproducing apparatus specially built for them by the RCA-Victor Company, Lord and Thomas, Inc., are keeping a file of the Lucky Strike programs, recorded from the loud speaker of a regular radio receiver. If this practice becomes common we may soon be hearing announcements like this: "If you are forced to miss one of our programs, don't worry. Just send us ten labels and we will mail you a record of the complete broadcast."

THIS morning's creamless coffee and the wife's alibi that she didn't remember to mark the milk card last night, started us wondering how much business the dairymen lose daily for just that reason, and why it wouldn't be a good idea for the milk companies to put a short reminder on the air every night about bedtime. A simple command to "Mark your milk card NOW, before you go to bed, and you'll find your milk there in

the morning," should increase business enough to more than pay for itself. Longer announcements could be used to boost the sale of whipping cream, cottage cheese and other less frequently ordered dairy products. Tied up with a service feature, such as weather reports, and broadcast daily at the same time such a program, in our humble opinion, would win a big following.

FOR the benefit of advertisers and agencies station KFH at Wichita, Kans., is issuing a weekly program release and open time schedule which shows just what time is available and also what programs precede and follow each period.

TO LEARN from the radio audience what it wants to hear on the air, the W. A. Sheaffer Pen Company is asking three questions of the listeners to its *Life Time Revue*: What do you like best about this program? What is your favorite program? What do you like best about it?

In return for an answer the advertiser is offering a sample of its Pencil Skrip.

WHEN KMOX signed up the B. Nugent Brothers Department Stores for a series of daily broadcasts it meant a great deal more than just another contract. It meant the breakdown of the heretofore strictly adhered to ban against broadcasting of the Associated Retailers of St. Louis, and as such was a victory for every broadcaster in that city. Incidentally, after a week on the air Nugents are crediting the rush of sales in all departments to radio.

ADVERTISERS who are suffering from the all too common complaint of abbreviated advertising appropriation may be interested in a sort of glorified announcement program that has been developed at KYW, Chicago, by Pratt and Sherman. Each afternoon this pair of comedians goes on the air with an hour of ad lib comedy, sponsored by not more than eight advertisers who are limited to 100 words each. The team uses each announcement as a starting point for their conversation, thus increasing its value to the advertiser.

Incidentally, as far as we know, this is the first time the current vogue for comedy on the air has been exploited by an announcement program.

THE broadcasting industry is awaiting a bit anxiously for the appointment of General Saltzman's successor as Federal Radio Commissioner from the fourth zone. Will President Hoover name a man with some experience in broadcasting and knowledge of its problems, or is membership in the F. R. C. just another political plum to be handed to some able vote getter?